

**STRENGTHENING SOCIAL ACCEPTANCE  
OF FAMILY PLANNING IN THE PHILIPPINES:  
A COMMUNICATION AND ADVOCACY PROJECT  
USAID Contract No. 492-C-00-02-00019-00  
ANNUAL REPORT (Year 3):  
October 1, 2004 to August 14, 2005**

**I. PROJECT BACKGROUND**

**II. DETAILED REPORT**

**A. PROJECT MANAGEMENT**

**B. BEHAVIOR CHANGE COMMUNICATION COMPONENT**

1. Advertising messages intensified via Family Planning Hotline advertising and billboards
  - 1.1. Storyboards on 2<sup>nd</sup> wave advertising campaign presented and approved
  - 1.2. Radio announcer-on-board plugs and tabloid advertising launched to promote FP hotline
  - 1.3. Billboards promoting family planning and Family Planning Hotline set up in two high traffic locations in Metro Manila
  - 1.4. Final results on Post KAP completed and presented
2. Media and technology to transmit correct FP information to target audiences and the public implemented
  - 2.1. FP Hotline operationalized
    - 2.1.1. Family Planning Hotline monitored for number of questions and question senders
    - 2.1.2. Quantitative and qualitative study of questions asked in FamPlan Hotline conducted
    - 2.1.3. Hotline call respondents retrained
  - 2.2. Number of stations with radio influentials reporting on FP expanded from present ABS-CBN and MBC to GMA
  - 2.3. Distance education on-the-air for government midwives (segment on *Tambalan sa Kalusugan*) monitored
  - 2.4. Love notes call-in programs in Manila monitored for increases in the number of questions and air time devoted to the FP portion
  - 2.5. “*Magpakabana ka*” radio call-in program expanded to Cebu
    - 2.5.1. Pretest of storylines conducted
    - 2.5.2. Radio call-in program launched in Cebu
  - 2.6. Daily FP messages in radio news program on DZMM aired
  - 2.7. TSAP-FP website developed
    - 2.7.1. Website concept paper and request for proposals finalized

- 2.7.2. Contract for website developer
- 3. IEC materials to deliver correct FP information to present and potential users of FP, spokespersons and health providers printed and distributed to intended users
- 4. Public relations activities implemented
  - 4.1. Quick response mechanism to counteract negative messages on modern methods activated
    - 4.1.1. Current broadcast allies briefed on the issue
    - 4.1.2. Media briefing conducted on Family Planning hotline with special emphasis on answering misinformation on modern methods
    - 4.1.3. FP Quick Response Workshops conducted
    - 4.1.4. Speakers' Bureau Training in Region VIII
    - 4.1.5. Media appearance training for legislators
  - 4.2. Regular publicity conducted
    - 4.2.1. Monitoring results
    - 4.2.3. Analysis of media stories on family planning
  - 4.3. Media briefings conducted
  - 4.4. Asian PR Awards won
  - 4.5. PRSP Anvil Award of Excellence won
  - 4.6. Gold Quill Award of Excellence (International) for TSAP-FP
- 5. ARMM communication activities implemented
  - 5.1. ARMM Formative Research results finalized and presented
  - 5.2. Press conference on ARMM Formative Research conducted
  - 5.3. ARMM radio campaign plan developed and implemented
    - 5.3.1. Spot-on radio materials development workshop conducted
    - 5.3.2. Airing of ARMM radio spots implemented
    - 5.3.3. Feedback on ARMM radio spots gathered
  - 5.4. Materials to promote the *fatwa* developed
- 6. Dissemination of National Demographic and health Survey 2003
  - 6.1. Agreement reached to provide technical assistance to disseminate NDHS 2003
    - 6.1.1. NDHS media forum in Davao
    - 6.1.2. NDHS media forum in Cebu
    - 6.1.3. NDHS media forum in ARMM
- 7. Communication activities to promote contraceptive self reliance conducted
  - 7.1. Contraceptive self reliance communication plan developed (in close consultation and coordination with the LEAD and PRISM projects) for submission to USAID

## C. OUTREACH COMPONENT

1. Continuing capacity building of spokespersons
  - 1.1. Follow-up training of spokespersons
  - 1.2. Regular meetings/*Kapihan* (Coffee Meetings)
  - 1.3. Production/distribution of FP spokesperson's toolkit
  - 1.4. Mobilization of Influentials
  - 1.5. Production/distribution of the *Tipping Point/Gaining Ground* newsletter and other FP information provided to influentials
  - 1.6. International Observation Study Tour (OST) for Influentials
  - 1.7. Local Observation Study Tour for Spokespersons
  - 1.8. TA to spokespersons from Rotary Clubs and POGS
2. Assistance to local/sectoral outreach plans of KATINIG in NCR, CCUVA, Metro Cebu CAN, PBSP-Olango in Metro Cebu, LLN in Bulacan and NeOFPRHAN in Negros Oriental
  - 2.1. TA to conduct of FP Month Celebrations in TSAP-FP Sites
  - 2.2. TA to local leaders' forum/dialogues on FP and community level FP promotion in Cebu
  - 2.3. TA to mounting for FP community promotion and other events in Cebu and Bulacan
  - 2.4. Leadership and community theater training for CCUVA Youth: *Kadayaw* Theater Group
3. Capacity building outreach networks - FWN, WISER 8, NACTODAP, SAFE-FP, COFPRHA 8, Interfaith Partnerships, BiRHA
  - 3.1. FP Promotion Skills Training Conducted
  - 3.2. FP Community Motivation Training Conducted
  - 3.3. Trainings for NACTODAP in NCR, Region III, Cebu, Samar/Leyte, Davao
  - 3.4. TA to FP promotion activities of the Interfaith Partnership on FP/RH
  - 3.5. TA to FP promotion activities of COFPRHA 8
  - 3.6. TA to FP promotion of SAFE-FP
  - 3.7. TA to FP promotion activities of BiRHA (Region V)
4. TA to FP promotion among men in uniform
  - 4.1. Forum on Population and National Security in AFP service commands – PA, PN, PAF, Central and Southern Commands
  - 4.2. TA to institutionalize FP in the military curriculum
5. TA to expanded *fatwa* dissemination in ARMM
  - 5.1. Training of provincial trainers on *fatwa* dissemination
  - 5.2. Conduct of *fatwa* dissemination by trained MRLs on Mobilization for FP
6. Grants approval and implementation
  - 6.1. Review and processing of Small Grant project proposals
  - 6.2. Technical Monitoring of all approved small grants projects

7. TA and fund support to sectoral mobilization of the informal sector/urban poor including small transport groups at national level
  - 7.1. FP Summit of the informal sector/urban poor
8. Monitoring and process documentation
  - 8.1. Polling of FP influentials

## **D. HEALTH PROVIDER COMPONENT**

1. Activities implemented to integrate family planning questions in medical and allied health provider board examination
2. Activities conducted to enhance knowledge of health providers on family planning
  - 2.1. Nine hundred seventy-nine health providers trained on Evidence-Based Counseling (EBC)
  - 2.2. Nine hundred seventy-nine health providers provided with CAT Kits
  - 2.3. Twenty new CATs finalized
  - 2.4. Twenty-four CATs translated into layman's dialect
  - 2.5. Qualitative research on health providers with Evidence-Based Counseling (EBC) training conducted
3. Activities conducted to integrate Family Planning in protocols
  - 3.1. Technical Working Group to revise Family Planning Clinical Standards Manual formed
  - 3.2. Revision of client forms to be included in the revised Clinical Standards Manual
  - 3.3. Clinical Practice Guidelines for POGS developed
  - 3.4. Preparation for the Post-KAP Survey underway

## **E. IMPLEMENTATION ISSUES**

## **III. TECHNICAL ASSISTANCE**

## **IV. FINANCIAL INFORMATION**

## I. PROJECT BACKGROUND

The Project, *Strengthening Social Acceptance of Family Planning in the Philippines: A Communication and Advocacy Project*, was awarded to the Academy for Educational Development (AED) as the prime contractor in collaboration with The Futures Group Inc. (TFGI), Center for Development and Population Activities (CEDPA) and Ketchum PR as subcontractors. The contract (USAID Contract No. 492-C-00-02-00019-00) covers a three-year period starting August 15, 2002 with a one-year option.

The goal of the project, commonly referred to as *The Social Acceptance Project – Family Planning (TSAP-FP)*, is to achieve greater social acceptance of family planning as part of a healthy lifestyle. This goal (Intermediate Result No. 3) directly contributes to the USAID Philippine Mission's overall Strategic Objective of achieving a sustainable desired family size and improved health among Filipinos. The results envisioned to be realized by the project within the contract period are:

- 1) *Increased communications adequately portraying family planning as a mainstream health intervention*
- 2) *Increase in the number of key segments of society advocating for use of family planning*
- 3) *Increased acceptance of family planning as part of the routine health service package*

The main target groups of the project are:

- *men and women of reproductive age*
- *adolescents and young adults*
- *opinion leaders and key influencers*
- *health providers in government service and industry-based clinics*

To achieve these results, **three interlinked strategies** are being implemented by the project – **Behavior Change Communication (BCC)**, **Outreach and Health Provider (HP)**. Operationally, these strategies are called project components.

The *BCC component* aims to reposition and popularize the concept of family planning as a way of life and encourage open public discussion of family planning. The *ASM component* aims to develop and sustain a critical mass of influential individuals and groups who will openly discuss FP and become FP spokespersons. The *HP component* aims to develop and strengthen the capacity of health providers in government and private, industry-based health facilities to promote and provide accurate information on FP using evidence-based medicine (EBM).

This Annual Report documents the major accomplishments of TSAP-FP for the period October 1, 2004 to August 14, 2005, roughly coinciding with the third year of its project life.

## **II. DETAILED REPORT**

### **A. PROJECT MANAGEMENT**

#### **1. Approval of Quarterly Benchmarks**

For the period October 1, 2004 to August 14, 2005, TSAP-FP's Quarterly Benchmarks were approved by USAID on the following dates:

- October to December 2004 – October 18, 2004
- January to March 2005 – February 28, 2005
- April to June – 2005 – May 5, 2005
- July to August 14, 2005 -

The benchmarks for this reporting period are on *Annex 1*.

#### **2. Submission of Quarterly Progress Reports**

TSAP – FP's quarterly progress reports for the period October 1, 2004 – August 14, 2005 were submitted to USAID on:

- July 28, 2005 – 2<sup>nd</sup> quarter 2005
- April 29, 2005 – 1<sup>st</sup> quarter 2005
- Jan 29, 2005 – 4<sup>th</sup> quarter 2004

#### **3. Submission of Annual Report**

The second Annual Report of the Project covering the period October 1, 2003 to September 30, 2004 was submitted to USAID on October 29, 2004.

#### **4. Submission of Final Report on the mid-term Evaluation by the USAID Evaluation Team**

On August 23, 2004, USAID commissioned POPTECH to undertake a mid-term evaluation of TSAP-FP. The evaluation team of four was led by Team Leader Chris Hermann, Project Management Specialist with members Communication Specialist Mila Alora, Advocacy Specialist Marissa Reyes, and Medical Specialist Dr. Jovencia Quintong.

The mid-term assessment aimed to take a critical look at TSAP-FP's performance, specifically in terms of its progress in achieving the performance indicators under IR3. The assessment identified strategies and activities that are working or are not working. Program concerns and operational weaknesses were investigated and appropriate recommendations formulated. Results of the assessment were to be used as inputs in defining focus and priorities of the TSAP-FP in its last year and possible extension year.

From August 30 to September 4, 2004, the team conducted interviews with TSAP-FP staff, outreach networks, individual FP spokespersons and media allies. They also visited Cebu and Davao City to interview local FP spokespersons and influentials mobilized by TSAP-FP and observe TSAP-FP supported activities. They also conducted phone interviews with AED, TFGI, CEDPA and Ketchum PR advisors and backstops in Washington DC to discuss project activities and technical assistance and other support provided by home offices.

The team's overall conclusion and recommendation was:

***The evaluation found no activity that should be stopped. Considering these findings and recommendations, the team strongly recommended a three-year extension of the project.***

The complete report of the evaluation team is on *Annex 2*.

## **5. Workplanning Activity for the Option Year**

On March 7-9, 2005, TSAP-FP held a three-day work planning activity for the option year. The objectives of the activity were: (1) To identify option year activities for ARMM and TSAP components including areas of convergence and the corresponding budget; and (2) To identify possible areas of collaboration with relevant CAs like LEAD and PRISM.

The resulting workplan details the strategies of the components in pursuing Project goals for the option year.

## **6. Submission of Option Year Workplan, narrative and budget to USAID**

The TSAP-FP Option Year Workplan with its narrative and budget was submitted to the USAID on April 1, 2005. These documents were products of the aforementioned three-day Option Year Planning Workshop held on March 7-9, 2005. *Annex 3* contains the Workplan and Narrative.

## 7. Receipt of International and National Awards

### 7.1. ASIA PACIFIC PR AWARD



*Ms. Eleanora de Guzman, TSAP-FP Chief of Party, holds the Award received during the Asia Pacific PR Awards gala dinner in Hong Kong. With her are (l-r) Felix Bautista, TSAP Communication Advisor; Daisy Sabangan, CID Project Manager; Campaigns Advocacy & PR Inc. President Ramon Osorio and CID Managing Director Larry Zurita.*

In the last quarter of 2004, TSAP-FP's public relations campaign was awarded a Certificate of Excellence, the highest award given in its category - Corporate and Public - Not for Profit - in the prestigious Asian PR Awards which were held on November 18, 2004 at the Grand Hyatt Hotel in Hong Kong. TSAP-FP bested Weber Shandwick Australia which won an honorable mention for its handling of the 2004 Biennale of Sydney.

Those who competed in the various categories included such big names in PR as Ogilvy PR Worldwide, Fleischmann Hillard, Weber Shandwick, Burson Marsteller, Edelman, etc. from Hongkong, Australia, Japan, Korea, Thailand, China, Singapore, and India.

### 7.2. PRSP ANVIL AWARD OF EXCELLENCE

In its 40<sup>th</sup> year giving awards for excellence in public relations practice, the Public Relations Society of the Philippines conferred an Anvil Award of Excellence for Institutional and Corporate Programs to TSAP-FP on February 16, 2005. This was the highest award in the category of Public Affairs Management and Communications (Health and Sanitation Category).



### 7.3. GOLD QUILL AWARD OF EXCELLENCE FOR TSAP - FP

On June 27, 2005, the Social Acceptance Project – Family Planning (TSAP-FP) won the prestigious Gold Quill Award of Excellence given by the International Association of Business Communicators (IABC) during their annual conference held at the Washington Hilton Hotel, Washington DC. This is the highest award level given for any category. TSAP-FP won for communication management under the category “Economic, Social and Environmental Development”. Communication management includes “projects, programs and campaigns defined by a communication strategy”. Awards are given to winners who have “demonstrated the full range of planning and management skills – research, analysis, strategy, tactical implementation and evaluation”. The entries were evaluated by two independent panels of expert judges in two tiers of global judging, with more than 300 first-tier judges located in Europe, Latin America, Africa, Asia and North America. Of the more than 1,000 entries received from 26 countries for 2005, the judges gave 60 Merit and 34 Excellence awards. According to the judges, TSAP-FP’s greatest strength was in its “use of research before developing the campaign and after, to measure its success”.



*The Chief of Party receiving the Gold Quill Award of Excellence on behalf of TSAP - FP*

## **B. BEHAVIOR CHANGE COMMUNICATION (BCC) COMPONENT**

*Intermediate Result 3.1—Communications adequately portraying FP as important to the way of life of the target audience increased as measured by the:*

- Percentage of target audience who have heard of messages portraying FP as valuable to their way of life*
- Number of positive and neutral vs. negative statements/discussions on FP made in key TV, radio programs and newspapers.*

In order to achieve the above results, the BCC Component was able to accomplish the following as per the workplan from October 1, 2004 to August 14, 2005.

### **1. Advertising messages intensified via Family Planning Hotline advertising and Billboards**

In the BCC Communication Plan, advertising is the major strategy to create widespread awareness and acceptance of the repositioned family planning message and to promote modern methods of family planning. Together with other communication strategies, advertising will help achieve IR 3.1a: *Percentage of target audience who have heard of messages portraying FP as valuable to their way of life.*

#### **1.1. STORYBOARDS ON 2<sup>ND</sup> WAVE ADVERTISING CAMPAIGN PRESENTED AND APPROVED**

With the successful completion of the multi-media advertising campaign to promote the concept of modern family planning methods in the first half of 2004, a second phase was planned. The Phase 2 Advertising Campaign, whose objective was to create a call to action for men and women of reproductive age to access family planning information, was to be the major component of the following strategic approaches:

1. Reposition family planning from a macro public health issue to one that emphasizes micro individual benefits to the user and his/her family
2. Get correct information to the target audience quickly and efficiently via media, supplementing the regular flow of information through health providers and community influentials
3. Strengthen the regular channels of information: health providers and community influentials via the Health Provider (HP) and Outreach (ASM) strategies
4. Create a supportive community environment through influential individuals and groups who publicly discuss and promote family planning
5. Achieve a one-sight, one-sound; delivering a consistent message from many different sources

Due to funding constraints however, the second wave advertising campaign was deferred.

## **1.2. RADIO ANNOUNCER-ON-BOARD PLUGS AND TABLOID ADVERTISING LAUNCHED TO PROMOTE FAMILY PLANNING HOTLINE**

TSAP-FP issued a task order to Campaigns & Grey to develop and implement announcer-on-board plugs and tabloid advertising to promote the TSAP-FP supported Family Planning Hotline which was launched by the DOH on August 13, 2004. After materials were developed, a meeting was held with Dr. Manuel Dayrit, Secretary of Health, Dr. Myrna Cabotaje and Center for Health Promotion Director Angelina Sebial on March 1, 2005 to review the materials. Dr. Dayrit suggested that the tabloid advertising be softened as the original materials were too stark in color and typography.

Director Sebial finally approved the Family Planning tabloid advertisements and the announcer-on-board materials on May 24, 2005. USAID gave its approval of the materials (*Annex 4*) on June 14, 2005.

The ads to promote the family planning hotline were launched on July 8, 2005 for print and July 13, 2005 for radio. Initial feedback of the materials was very favorable, with a significant immediate increase in the number of calls and texts being received by the Family Planning Hotline.

## **1.3. BILLBOARDS PROMOTING FAMILY PLANNING AND FAMILY PLANNING HOTLINE SET UP IN TWO HIGH TRAFFIC LOCATIONS IN METRO MANILA**

In January 2005, negotiations were initiated with popular radio and television celebrity couple (news anchor Julius Babao and his wife, early morning TV and radio host Tin-Tin Bersola) for them to be celebrity endorsers of family planning in a billboard campaign. They were deemed an ideal couple to become role models and endorsers of birth spacing through modern methods of family planning because of their impeccable private lives and their immense popularity both individually and as a married couple. The couple had also endorsed family planning in their programs and in fact had publicly stated that they plan to space their children. The fact that they were expecting their first baby (at the time of the negotiations) also meant that the message of birth spacing was timely.

As FP endorsers, the couple was to appear on billboards promoting the use of modern methods as well as the FP hotline numbers. They were to be placed in two strategic sites in Metro Manila.

In February, TSAP-FP was informed that permission had to be sought from the broadcast network ABS-CBN for the couple to appear in the billboards. A letter addressed to ABS-CBN President Cito Alejandro was sent by TSAP-FP for this purpose. However, the network did not grant permission for the couple to publicly endorse FP. TSAP-FP feels that ABS-CBN withheld approval because of possible

backlash from advertisers particularly with the controversy then surrounding FP the *Ligtas Buntis* (Safe Pregnancy) Campaign conducted by the DOH in February and the pending House Bill 3773 on population management and responsible parenthood.

With ABS-CBN Network declining to give permission to celebrity couple Julius Babao and Tintin Bersola to appear in the planned family planning billboard, the advertising agency Campaigns & Grey was tasked to develop new materials. The agency submitted four billboard materials which are attached as *Annex 5*. These materials were submitted to the Department of Health through National Center for Health Promotion Director Ms. Angelina K. Sebial. She expressed preference for the design which had the headline: “*Siya ang pinakamagandang Mommy sa balat ng lupa.*” (She is the most beautiful Mommy in the whole world.) She also requested that some changes be made on the copy, layout and photo to better emphasize the birth spacing objective of family planning. However, the billboard concept was not implemented because it was felt that the highly public and visible nature of billboards would make the campaign counterproductive.

#### **1.4. FINAL RESULTS ON POST KAP COMPLETED AND PRESENTED**

The final report on the Post KAP Survey, with fieldwork conducted on June 1 to 29, 2004 and July 31 to August 5, 2004, was completed. The results were presented to the USAID/Philippines Mission Director Michael Yates, Deputy Director Francis Donovan and other USAID officers on October 21, 2004 at the USAID office. The Mission officials were pleased with the results of the survey which showed significant improvements in knowledge and attitudes as a result of the mass media campaign in the first half of 2004.

(*Annex 6* contains a copy of the final report on the Post-KAP survey.)

## **2. Media and technology to transmit correct FP information to target audiences and the public implemented**

Side effects and health concerns together are the most important reasons why married Filipino women do not practice family planning. Media and technology are being used in ways never done before to promote correct information on family planning. This strategy helps to achieve Indicator IR3 (a): *Percentage of general public who strongly approve of family planning practice increased* and Indicator IR3 (b): *Percentage of general public who have endorsed family planning practice to others increased*.

### **2.1. FP HOTLINE OPERATIONALIZED**

The Family Planning Hotline was conceived as an accessible and confidential way for men and women to access family planning information. The Hotline can be accessed using not just the traditional phone line, but also through text and email. The Hotline was launched to the media by Secretary Manuel Dayrit of the DOH on August 13, 2004, and the public launch was held at SM Mall Dasmariñas on August 15, 2004.

TSAP-FP continuously monitors the operations of the Family Planning Hotline which is managed under subcontract by the Remedios Aids Foundation.

***2.1.1. Family Planning Hotline monitored for number of questions and question senders***

*For the 11 months of the reporting period, the Family Planning Hotline received a total of 23,571 texts and calls. The following table shows the number of texts and calls from October 1, 2004 to August 14, 2005.*

**Number of Queries Received by FP Hotline per month:**

		Texts	Calls	Total
2004	October	788	144	932
	November	1,792	307	2,099
	December	3,492	228	3,720
2005	January	2,403	186	2,589
	February	2,143	177	2,320
	March	1,593	13	1,606
	April	524	54	578
	May	404	64	468
	June	485	43	528
	July	2,520	130	2,650
	August 1 to 14	2,407	32	2,439
	Total	18,551	1,378	19,929
	Monthly Average	1,686	125	1,812

The increase in the number of texts for the months of November and December, 2004 can be attributed to the advertisements aired over the GMA network promoting the hotline. These public service announcements were produced and placed by the Department of Health (DOH) and featured the Secretary of Health, Dr. Manuel Dayrit. The decrease in the number of calls for the month of December can be attributed to the number of holidays during this month when the call facility was closed.

In February and March, 2005, a significant number of calls cited Rated K, a top ABS-CBN TV show featuring Korina Sanchez, a family planning influential and popular radio/TV broadcaster, as the source of the Hotline number. This may be due to the fact that Ms. Sanchez, on her own, featured vasectomy and showed the Family Planning Hotline ad of the DOH in March 2005.

During April to June 2005, there was a significant decrease in the number of telephone calls and text questions received by the Family Planning Hotline. This decrease was brought about by the cessation of the Department of Health television spots and the announcer-on-board material promoting the Hotline telephone number which used to air for free at the end of the *Para sa Inyong Kaalaman (For Your Information)* segment in the *Radyo Patrol Balita* on DZMM anchored by Angelo Palmones.

The significant increase in the number of calls and texts in July and August 2005 can be attributed to the TSAP-FP sponsored hotline ad campaign comprising of “Announcer on Board” (AOB) radio spots in two leading radio stations in Manila and two top stations in Cebu, as well as foot ads in four leading tabloids in Manila and ear ads in three leading tabloids in Cebu and Davao.

The AOBs featured the announcers (Deo Macalma in the top-rating national station DZRH, Arnold Clavio and Ali Sotto in DZB—a top-three rating station in Manila, anchors of DYHP the top-rating station in Cebu and Bobby Nalzar of DYSS—the second top rating station in Cebu) discussing common misconceptions on family planning and urging listeners to call or text the Family Planning Hotline if they had other questions.

The foot ads, which appeared in top tabloids People’s Journal, *Abante*, *Inquirer Libre* and *Bulgar*, featured a common question on FP and the correct answer and prominently featured the contact numbers of the Family Planning Hotline. The ear ads which appeared in SuperBalita in Cebu and Davao and Banat News in Cebu featured the logo of the FamPlan Hotline.

When the Family Planning Hotline was launched in August 2004, the top-rating national daily—Philippine Daily Inquirer—erroneously stated the Hotline could answer all questions regarding sex. Thus many of the initial questions asked of the Hotline were on sexuality. But in the course of the year, the number of questions on sexuality has declined and majority of the questions are now directly on family planning.

**Type of Questions Received by FP Hotline per Month**

Year	Month	Family Planning	Sexuality and other issues
2004	October	48%	52%
	November	73	27
	December	79	21
2005	January	71	29
	February	55	45
	March	52	48
	April	64	36
	May	65	35
	June	62	38
	July	75	25
	August 1 to 14	80	20

*Two-thirds of the questions on family planning were about the modern methods. Most of the questions on modern methods were on the pill. On the other hand, one fourth of all questions on FP were on the calendar and withdrawal methods.*

*There was an increase in the percentage of calls coming from women. Questions from women comprised only 47% of texts and calls in October, compared to 75% in November and 83% in December. Three-fourths of all calls from January to*

August 2005 were from women. The increasing proportion of calls coming from females can be attributed to the DOH ads which appeared mostly in women-oriented television programs. Also, as the FamPlan Hotline became less of a sexuality hotline, the number of calls from men declined as a percentage of the total.

*Majority of the calls came from the age group 21 to 30, the prime target of the TSAP-FP communication campaign. Seven out of every ten calls (70%) from the 21 to 30 age group. Calls coming from the 31 to 40 age group followed at 16 percent.*

*Most calls came from Metro Manila, while text questions came from outside Manila. In the first quarter of 2005, the FamPlan Hotline started asking for and tabulating the location of those who sent in text questions. The data shows that most of those who sent in text questions were from the outlying provincial areas, specifically Central and Southern Luzon. However, there were also questions from the Visayas and Mindanao. Most of the calls still come from Metro Manila due to the cost of long distance calls.*

#### ***2.1.2. Quantitative and qualitative study of questions asked in FamPlan Hotline conducted***

On September 2, 2005, TSAP-FP commissioned the Yuchengco Center of De La Salle University to conduct a quantitative and qualitative study of the questions sent to the family planning hotline via text, and the performance of the call respondents. Specifically the study had the following objectives:

##### **Quantitative Component:**

- a. Determine the trend and pattern of calls for the month
- b. Assess the number of callers in relation to the frequency of calls
- c. Determine the frequency of calls under each category of questions
- d. Delineate the competence of the counselors in terms of the adequacy of response to particular questions
- e. Identify the technical enhancement needs of the counselors based on the categories of questions raised and the responses provided

##### **Qualitative Analysis:**

- a. Determine the types of questions raised by texters according to the frequency of calls
- b. Assess the pattern of calls made by frequent callers (same categories, different categories, same questions, different questions)
- c. Elicit reasons for the repeat calls made
- d. Extricate projected attitudes (warmth, interest, empathy) from the verbatim responses provided
- e. Determine the critically appraised topics on the basis of the frequency of inquiries made and the adequacy of responses

The study focused on the 2,207 text messages made in the month of September 2004.

**Key findings:**

Key findings of the study were:

- a. More than half of the queries (52.1%) were on family planning including abortion, while one out of five (19.8%) were on sexuality and sexual behavior.
- b. About 12.1% of the calls were on pregnancy and delivery, while 12% were on anatomy and physiology of reproduction. Four percent (4%) of the questions were on STI, contracting UTI through sexual intercourse, and determining fertile days.
- c. The counselors provided from partial to complete information to the text questions sent. However, the answers to text questions sometimes showed little interest in the clients.
- d. Some inconsistent data were also given, for example, the average size of the Filipino male organ

The questions to the hotline also raised topics that can be subject of critical appraisal for evidenced-based family planning. These include myths related to condom use and weight loss, washing of vagina after sex as a means of preventing pregnancy, probability of pregnancy after a single unprotected sex and others.

The study raised several issues related to:

- a. How to provide more complete information using the text medium
- b. Need to strengthen efforts to recruit more question senders
- c. Need for a more personal approach to answering inquiries through text
- d. Need to upgrade competence of counselors with more advanced training on FP methods
- e. Assessment of satisfaction of text senders

As a result of this study, TSAP-FP conducted a retraining of the hotline call respondents.

(Annex 7 contains the full report.)

***2.1.3. Hotline call respondents retrained***

The refresher training of the Family Planning Hotline staff took place on March 14 and 15, 2005 at the Bayview Park Hotel. Liz Thomas of AED Washington co-facilitated the training along with Yasmin Pimentel, the Hotline Supervisor, and Dr. Ruth Gamaro, Medical Associate of TSAP. Those in attendance included the



three full-time hotline counselors (although one of them was on maternity leave and could only be present the first day), Felix Bautista (TSAP Communications Advisor) and Dr. Sescon (for the second day only).

The training was designed to respond to the following findings identified by the Yuchengco study to assess the operations of the hotline:

- Call respondents felt that they needed more information about oral contraceptive pills, since most of the questions were on this topic.
- Responses to family planning questions were not always consistent, especially regarding issues such as the fertility cycle and the “safe period” for having sex. Their answers to other questions were also not consistent.
- Call respondents were unsure how to handle questions on sexuality. When the hotline was first launched, a significant percentage of the calls were related to sex, due to the fact that the leading English national newspaper—The Philippine Daily Inquirer—had printed an article on August 14, 2004 which was titled: *Got any question on sex? Call DOH hotline*. The percentage of sex questions has steadily decreased over time, but counselors were still unsure how to respond to them.
- The Yuchengco Report suggested that the call respondents needed to do a better job of creating a comfortable and welcoming atmosphere through texting.
- Call respondents said that they frequently referred callers to health providers, but a review of the statistics revealed that only a small percentage were “true” referrals, whereby actual contact information for the provider was given to the caller. In the majority of cases, the call respondents simply told the callers to consult a health provider, without referring them to a specific one, as per protocol.
- Call respondents also found that several of the numbers in their referral database were not functioning, especially those in the provinces. They also expressed a need for additional providers in the referral database, since it currently only contains DOH clinics/hospitals, Friendly Care Clinics and Well Family Clinics.
- Call respondents were unsure how to handle calls from Department of Health employees in the provinces who were reporting ruptures in their stock of family planning commodities or filing other complaints.

In response to these issues, the refresher training covered the following topics:

- Summary of the findings and recommendations of the hotline assessment report
- Review of the fertility cycle
- Review of all modern family planning methods, with special emphasis on pills.
- How to handle difficult/controversial questions
- Analysis of selected responses that had been rated poorly by the Yuchengco report and discussion of how they could be improved

- How to create a comfortable atmosphere through texting
- How to improve referrals
- Practice calls (both texting and phone)
- The referral network was also updated

A significant output of the training was the creation of a new set of standard responses for certain problematic questions, such as those regarding safe days and sexual questions. The call respondents also developed a standard probing question about the callers' locations in order to increase the percentage of their referrals.

There was a significant increase in the number of referrals as an immediate result of the retraining of Hotline call. A plan to update the referral database was also developed.

## **2.2. NUMBER OF STATIONS WITH RADIO BROADCASTERS REPORTING ON FP EXPANDED FROM PRESENT ABS-CBN AND MBC TO GMA**

Susan Enriquez, a popular reporter and public affairs host of the top rating TV station GMA Network, agreed to join the ranks of family planning media allies. Enriquez was one of the participants to the Observation Study Tour (OST) in Mexico organized by TSAP-FP for its partners and allies on April 2 – 12, 2005. Ms. Enriquez did a story on vasectomy on February 27, 2005. This segment of her program generated free media values amounting to **P444,900.00 (\$8,016.21)**.

Korina Sanchez, who started airing commentary on family planning in April of 2004, devoted 35 minutes of one episode of her radio morning show *Tambalan Failon at Sanchez* (Failon and Sanchez Partnership) over top-rating radio station DZMM to discussions on family planning in March, generating free media values amounting to **Php1,101,680.07 (US\$20,214.31)**.

Ms. Sanchez also hosts a popular television newsmagazine entitled *Rated K*, which airs weekly on a popular national channel. As part of her personal commitment to promote family planning as influenced by the project, she has featured FP-related stories in *Rated K* on her own. In March she did a feature on Vasectomy and ran the DOH Family Planning Hotline ad. On July 3, 2005, she featured a tale of two families, one practicing family planning contrasted by another which did not. She showed the contrast in the lives of these two families. The segment ended with the wife in the second family agreeing to have a bilateral tubal ligation.

## **2.3. DISTANCE EDUCATION ON THE AIR FOR GOVERNMENT MIDWIVES (SEGMENT ON TAMBALAN SA KALUSUGAN) MONITORED**

Ten stories on contraceptive use were dramatized in a 10-minute segment sponsored by TSAP-FP within the radio program, "*Tambalan sa Kalusugan*". The program,

intended for government midwives, is aired weekly every Saturday, 11AM to 12 Noon, over RMN News Manila 558 AM Band. It is hosted by Cecil Banca-Santos, president of the Philippine League of Government Midwives, Inc. (PLGMI) and celebrity doctor-singer Nonoy Zuñiga. TSAP-FP's segment, launched in July 2004, is intended to correct myths and misconceptions regarding the different modern family planning methods.

The stories are adapted from clinical scenarios in the manual on Evidence-Based Medicine (EBM) on Family Planning. Each story is broadcast in three weekly installments which are capped on the last week of each month by a comprehensive discussion of the clinical scenario with a guest expert trained in EBM.

The segment sponsored by TSAP-FP was temporarily stopped in August 2004 to enable the production team to fine-tune all storylines in line with a new set of guidelines issued by USAID governing all USAID-funded communication products. The guidelines stipulate approval of all communication products funded by USAID prior to printing or broadcast.

After a two-month break, the program resumed airing of TSAP-FP's segment in November 2004. As agreed with the project proponent, CBS Productions, the TSAP-FP segment will run for 12 months. Airing of all episodes will be completed in September 2005.

The ten storylines featured in the program are provided in *Annex 8*.

#### **2.4. LOVE NOTES CALL-IN PROGRAMS IN MANILA MONITORED FOR INCREASES IN THE NUMBER OF QUESTIONS AND AIR TIME DEVOTED TO THE FP PORTION**

*Payong Sigurado sa Family Planning* (or Sure Advice on Family Planning), launched on March 20, 2004, has achieved the maximum amount of air time in the program LoveNotes with Joey Galvez which airs from 2:00 to 4:00 AM every Saturday. The call-in family planning counseling program now occupies 1.5 hours of the two hour program, leaving only 30 minutes to the regular programming. This is a significant increase from the 20 minutes devoted to the family planning segment when the show began.

Over the course of the year, the on-air nurse-counselor, Cynthia Herce, tackled topics like Oral Contraceptive Pills; Modern Natural Family Planning; Premarital Sex, Pregnancy and Contraception; Male Involvement and Vasectomy; Breastfeeding and LAM; Sexually Transmitted Infections; Rumors and Misconceptions on FP as discussed in the Truth About Series; and Pregnancy, Emergency Contraception, Reproductive Health, Contraceptive Self Reliance, Transdermal Patch, Ligtas Buntis Campaign, and Barriers to Contraception. Other topics discussed were Safe Motherhood and High Risk Pregnancy, Adolescent Sexuality, Modern Natural Family

Planning Methods, Menopause and Myths and Misconceptions. The show has received a total of 10,950 queries since it began.

## **2.5. “MAGPAKABANA KA” (BE INFORMED!) RADIO CALL-IN PROGRAM EXPANDED TO CEBU**

Following the positive response to the LoveNotes Radio Call-in Program in Manila, TSAP-FP expanded the concept to Cebu, the Philippines’ second largest urban center. This time, however, a combination of soap opera promoting favorable attitudes for family planning and an interactive call-in family planning counseling session was planned. The radio station targeted for this activity was DHYP, the top-rating radio station in Cebu. DYHP, with a transmitter power of 20 kilowatts, has a daytime rating of 5.2% versus 3.3% for its closest competitor. With this rating, it reaches a total of **132,600** male & female listeners in its coverage area of Cebu Province, the western parts of Leyte and Samar, and the northern parts of Mindanao.

DYHP aired a full 13-week program with family planning as a theme. From Mondays to Thursdays, 25-minute soap operas were aired to promote values favorable to family planning. Fridays were devoted to an interactive program with a family planning counselor discussing the week’s theme and answering phone and text message questions on family planning.

### ***2.5.1. Pretest of Storylines Conducted***

In order to determine what storylines would appeal to the target audiences of the DYHP program, TSAP-FP pretested four proposed radio soap operas i.e. “*Dugong Pilipino*” (Filipino Blood), “*Sisikat Pa Rin Ang Araw*” (The Sun Will Still Rise), “*Karapatan*” (Rights) and “*Practical*” on December 7, 2004 in Cebu City. The pre-test was designed to obtain quick initial reactions among its target audience on these soap operas, specifically, on the appeal, impact, acceptability and message comprehension of these soap operas and to find out any gross negatives.

Two focus group discussions were held among females, ages 18-49 years old, single or married, belonging to Class DE homes in Cebu City and are regular listeners of radio drama. Discussions were facilitated by TSAP-FP staff and documented by POPCOM VII staff.

The pre-test results showed that all the radio soap operas did not have any strong negatives. In fact, respondents liked the materials. They found them appealing, acceptable, believable and easy to understand. However, the message take-out regarding small family size did not surface strongly. In the “*Dugong Pilipino*” (Filipino blood) story, for instance, the integration of family planning seemed contrived and abrupt. Insights derived from the pre-test were:

- The pre-test materials should be revised to carry stronger and more explicit family planning messages – as should succeeding episodes. The scriptwriters and station manager should align the soap operas with TSAP-FP’s main objective of promoting social acceptance of family planning.
- In terms of “style,” the scriptwriters and station manager should likewise be guided by the strong reactions generated by the episode on “*Karapatan*” (Rights). It appears that women empathized strongly with stories affecting them, e.g., women’s rights.
- With respect to the program’s format, it would be good to have an umbrella theme for the entire 13-week program with clearly defined objectives. This umbrella theme will guide the development of weekly sub-themes. This, then, will serve to tie up all episodes per week, thus making it easier for Friday discussants to focus on specific issues on family planning.

Based on these findings, a storyline session with TSAP-FP and DYHP scriptwriters was conducted on January 12, 2005 which developed revised storylines for the nine weeks of the 13-week period of the radio program.

(Please refer to *Annex 9* for the Pre-test Report.)

### ***2.5.2 Radio Call-In Program launched in Cebu***

*People living in the upland barangays of Cebu did not know that contraceptive pills were free. Prolonged use of the pill causes cancer. IUD makes a woman a maniac.*

These were some of the misconceptions corrected by *Magpakabana Ka!* (Be informed!), the soap opera/on-air FP counseling program which aired in Cebu from March 7, 2005 to June 7, 2005 over the 2:30 to 3:00 p.m. time slot. The themes of the soap operas and on-air questions were discussed by the DYHP anchors and the FP counselor Nurse Bernardita Pongan, the Cebu City FP coordinator.

The themes explored in the thirteen weeks of the soap operas were the following:

- Male involvement
- Spousal communication
- Myths and misconceptions (three weeks)
- The value of small family size
- Responsible adolescent sexuality
- The need to see a health provider
- High risk pregnancy
- Barriers to use

- Shifting to other methods when a previous method can no longer be used
- Male methods and issues (two weeks)

DYHP has a unique system to monitor listenership of its programs. It employs two personnel who do nothing but circulate around the high population density areas of Metro Cebu, listening to what station radio sets in households are tuned in. Through this, DYHP found that listenership in *Magpakabana Ka!* (Be Informed!) was no different from its other, purely entertainment soap operas, and was significantly higher than other AM stations, most notably DYSS-GMA, which placed second in the internal rating.

The Friday interactive program also offered some feedback on the show. Listeners who called the Friday show found the dramas educational and the answers of the anchors and counselor to the point and easily understood.

## **2.6. DAILY FP MESSAGES IN RADIO NEWS PROGRAM ON DZMM AIRED**

These daily FP messages started airing over DZMM's *Radyo Patrol Balita* on January 5, 2004. This 7:00 AM daily newscast was the top rating radio news program at its time slot in the last quarter of 2004.

In the course of the year until the messages stopped airing, the activity generated **Php5,709,704.00 (\$102,877.54) in free broadcast values.**

The daily FP messages over DZMM during the *Radyo Patrol Balita* portion hosted by Angelo Palmones ceased airing on May 16, 2005. Mr. Palmones was informed by the ABS-CBN Network management that the daily FP messages should not be part of a daily news program since these were not presented as hard news. However, Mr. Palmones got the assurance that family planning could still be used in his daily news program if this was presented in a news format. The project has given Mr. Palmones family planning information presented as news and several have been used.

## **2.7. TSAP-FP WEBSITE DEVELOPED**

***2.7.1. Website concept paper and Request for Proposal finalized***

***2.7.2. Contract for website developer***

This activity was not actively pursued. Considering the USAID approval process for communication products and information on FP that will reach the public, TSAP-FP concluded that a website would be difficult to operationalize.

### 3. IEC materials to deliver correct FP information to present and potential users of FP, spokespersons and health providers printed and distributed to intended users

Within the period October 1, 2004 to August 14, 2005, two new materials were developed and produced by the project. These were the desk chart, “Instant Reference Guide on Modern Methods of Family Planning,” and the ARMM version of the flipchart, “Family Planning for a Healthy Family.”

The project also completed reprinting of existing materials, some of which were on request of the Department of Health (DOH) for distribution to service providers involved in the nationwide *Ligtas-Buntis* Campaign.

The table below shows the list of IEC materials produced during the year.

Type/Title	Brief Description	No. of Copies	Target Groups
Desk Chart/Modern Methods of Family Planning – A Quick Reference Guide ( <i>new material</i> )	Desk chart intended to serve as handy reference material on modern methods mechanism of action, effectiveness rate, contraindications, and side effects.	3,000	Service providers in RHUs and private clinics.
Flipchart/Family Planning for a Healthy Family (Tagalog) – ( <i>reprinted</i> )	Contains description of all modern methods, including advantages and disadvantages of each. Also includes discussion on family planning benefits. Intended to serve as visual aid in motivation work	1,100 copies	Service providers and TSAP-FP partners who have undergone FP motivation training
Flipchart/Family Planning for a Healthy Family (Cebuano) – ( <i>reprinted</i> )	- ditto -	1,000 copies	- ditto -
Flipchart/Family Planning for a Healthy Family (ARMM) - ( <i>new material</i> )	The ARMM version of this flipchart uses Muslim models and settings, but text is in Tagalog.	500 copies	Service providers in health centers in ARMM
“The Truth” series brochures (Tagalog)	Addresses rumors and misconceptions regarding FP and the different methods; two colors	10,000 copies per brochure (x 8)	Clients as well as service providers
Low-cost version of “The Truth” series brochures (Tagalog)	This version is printed in one color	10,000 copies per brochure (x 8)	- ditto -
Omnibus FP brochure (Tagalog)	Contains a listing of all modern methods, including a brief description of each; in two colors	100,000 copies	- ditto -
Low-cost version of omnibus FP brochure (Tagalog)	This version is printed in one color	100,000 copies	For NACTODAP and SUAC members

The distribution of these materials to correct users was a priority of TSAP-FP. By August 14, 2005, 93 percent of all materials were sent directly to end users. A complete report on the number of copies printed and percentage distributed is on *Annex 10*.

#### **4. Public Relations Activities Implemented**

Public relations is the major strategy to achieve IR 3.1(b): *Number of positive and neutral vs. negative statements/discussions on FP made in key TV, radio programs and newspapers.*

##### **4.1. QUICK RESPONSE MECHANISM TO COUNTERACT NEGATIVE MESSAGES ON MODERN METHODS ACTIVATED**

Starting in the last quarter of 2004 until the second quarter of 2005, there was an increase in the number of negative articles on modern methods of family planning. The number of negative articles peaked in February to March 2005 as the articles took issue with the *Ligtas Buntis* Campaign of the Department of Health and the responsible parenthood and population management bill (House Bill 3773) which was then being discussed at the committee level in the Lower House of Congress.

TSAP-FP responded by providing technical assistance to media allies and FP networks to conduct quick response activities.

##### ***4.1.1. Current broadcast allies briefed on the issue***

TSAP-FP broadcast allies Angelo Palmones, Korina Sanchez and Cynthia Herce were briefed on the need to counteract the negative messages on modern methods released to media. They were briefed in meetings held on October 14, 2004 with Angelo Palmones, October 6, 2004 with Cynthia Herce and October 28, 2004 with Korina Sanchez. As a result of the meetings, Palmones reemphasized the safety of modern methods in his daily radio program *Para Sa Inyong Kaalaman*; Herce discussed the *Truth About Series* in her weekly phone-in radio counseling program. Sanchez devoted a considerable amount of time in several consecutive radio programs on the need to adopt modern methods which are safe and convenient, compared to the difficult and unreliable traditional methods.

##### ***4.1.2. Media briefing conducted on Family Planning Hotline with special emphasis on answering misinformation on modern methods***

Two media briefings were held in October 2004 on Family Planning Hotline operations results, in Manila and in Cebu, which covered the first two months' operations of the hotline.

The objectives of the briefing to the media were to:



1. Provide inputs for continuing publicity for the Family Planning Hotline to stimulate continuing usage of the service
2. Brief media on the top five questions being raised of the Family Planning Hotline and how these questions are being responded to
3. Respond to the misinformation on modern family planning methods with research results of the Philippine Evidence-Based Reproductive Medicine Network

The Manila press briefing was held on October 26, 2004 and was attended by 11 reporters from leading dailies assigned to the Health beat. The briefing was conducted by Dr. Lourdes Paulino of the Department of Health and Dr. Ricardo Gonzales of TSAP-FP. Dr. Paulino reported on the Hotline operations while Dr. Gonzales presented the latest findings on contraceptive technology and safety from research conducted by the PEBRMNet. Most of the questions by the press people focused on the unreliability and unnaturalness of the natural family planning methods.

The Cebu briefing, which was held on October 29, 2004, was attended by ten reporters from print and radio. The briefing was done by Ms. Yasmin Pimentel, Hotline supervisor and Dr. Ruth Gamaro of TSAP-FP. Most questions were on the modern methods and how they are practiced.

As a result of the briefings, eight articles appeared in the Manila papers on October 27, 2004, while at least two articles were picked up in the Cebu papers on October 30, 2004. These articles helped to counter some of the negative issues being raised about modern methods of family planning.

#### ***4.1.3. FP Quick Response Workshops Conducted***

The Commission on Population and the Department of Health in Region VIII, together with a network of organizations that promote FP, requested technical assistance on how to respond to negative articles on family planning. As a result of this request, TSAP-FP developed a Quick Response Workshop which was implemented in Regions VIII and V.

### **Region VIII**

Fifteen members of COFPRHA 8, a multi-sectoral network of FP influentials assisted by TSAP-FP, attended the FP Quick Response Workshop conducted on March 29-30, 2005 in Ormoc City. This workshop aimed to provide participants with adequate knowledge on evidence-based family planning information and skills to communicate these to the different publics.

TSAP-FP guided participants through a process that helped them develop a Quick Response Plan addressing various situations (event, issue, crisis). The process started with an analysis of major health and family planning issues in Region VIII that needed to be addressed promptly. Resource Persons then helped participants to assess the profile of media groups in Tacloban, the latest evidence on the different family planning methods showing their mechanisms of action, and various techniques in handling media interviews.

On the second day of the workshop, participants were assisted in preparing a stakeholders' analysis in their respective localities. Based on this and the situational analysis developed earlier, the participants developed four key messages to be disseminated to various publics in Region VIII. These messages were:

1. *Birth spacing promotes health of mother and child.*
2. *FP promotes planned pregnancies; Planned pregnancies prevent abortion.*
3. *Couples have the right to comprehensive family planning information and services and to decide on desired family size and spacing of children.*
4. *Modern family planning methods are safe and effective and do not cause abortion.*

In the workshop evaluation, participants were unanimous in saying that the workshop met its objectives. They found all the sessions very helpful, particularly the sessions on message development and media training. Some of the participants said that they would want a session on Speakers' Bureau training and actual videos of the simulated press conference so they could actually see themselves performing.

All the participants also said that they would recommend this workshop to other FP spokespersons and professionals.

## **Region V**

The Quick Response Workshop in Bicol (Region V) was held May 18 to 19, 2005 in Legazpi City. Fourteen representatives from Government and Non-Government Organizations which are members of the multi-sectoral network Bicol Reproductive Health Advocates (BIRHA) participated in the workshop.

The main objectives of the Quick Response Workshop were to identify key messages on family planning and action plans in order to deliver these messages. After a review of the messages for and against modern methods of family planning, the participants identified the following as the key messages for targets in the region:

- *Family planning/birth spacing saves lives of mother and child*

- *Family planning prevents induced abortion and its complications which are a major cause of maternal deaths*
- *Pills and IUD do not cause cancer and have health benefits*
- *Couples have the human right to be informed and to choose from all legally available methods for them to be able to achieve their family size and proper birth spacing.*
  - *Bicolanos desire two children less than they are actually having*
  - *The right of couples to choose a family planning method is guaranteed by the Constitution*
- *Modern family planning methods do not cause abortion.*
  - *Evidence on mechanism of action that prevent the meeting of sperm and egg*

After a discussion of the stakeholders involved in the issue, the participants crafted an action plan centered on the following activities:

#### **Target: Clients**

Activity	Details	Person Resp	Timetable
Safer RH/FP forums	Camarines Sur, Albay, Sorsogon, Masbate, Catanduanes (target women's health barangay and urban poor organizations)	BIRHA core group	Starting Aug 2005, and every 2 months

#### **Target: Media**

Activity	Objective	Person Resp	Timeline
Media profiling	To identify media allies (radio, TV and print)	Ronnie Lorejo	End June
Media Orientation on key messages	To increase understanding by media of issues (series of orientations)	BIRHA and MEDIA Inc.	July –Aug
Develop Media Inc. satellites in provinces (key media areas)	(As a result of media orientation)	BIRHA thru Ronnie	Sept – Oct
Training of Speakers Bureau	Develop core group of spokespersons (Speakers Bureau)		
Media appearances	To facilitate media appearances of spokespersons	Media Inc.	
Media monitoring	To monitor what is being said about FP on radio, TV and print by trained media	Population Commission	August onwards

After the action planning, the attendees participated in a media training activity facilitated by Corporate Image Dimensions. They were divided into several groups which conducted simulated press conferences on various topics. In general, the participants did well in the simulated press conferences, showing a good understanding of the topic of family planning, facility with the language, articulateness and sincerity.

The participants' evaluation of the Quick Response Workshop was very positive.

#### ***4.1.4. Speakers' Bureau Training in Region VIII***

As a result of the need identified during the Quick Response Workshop conducted in Ormoc City on March 29 to 30, 2005, a Speakers' Bureau Training for spokespersons of COFPRHA 8 was held on May 10 and 11, 2005. The workshop was attended by 19 members of the multi-sectoral network COFPHRA 8 and three staff members of POPCOM VIII.

The activity was meant to train participants on the two major requirements of an effective speaker: delivery and content. Highlighted in the opening session was the importance of non-verbals: eye contact, posture, breathing, pauses, verbal tics, etc.

Under the teaching principle of learning by doing, each participant was then asked to prepare and deliver a speech to introduce himself/herself. After each speech, the other participants gave capsule evaluations of the speeches, with particular focus on the non-verbals.

After the first exercise, the next topic was "Structure" of the speech, with emphasis on the opening, the body of the speech and the closing. After this, five participants volunteered to give impromptu speeches, with focus on the structure of the speech. After their speeches, they were given an evaluation of how they fared.

After the first two exercises, Dr. Edgar Daya, Chairman of COFPRHA 8 and Provincial Health Officer of Leyte, lectured on Evidence Based Medicine. At the end of his presentation, he shared the four messages that were developed during the Quick Response Workshop that was held in Ormoc City. The EMB lecture, as well as these messages, was the basis for the speech that each participant was asked to make the following day.

The day ended with a short presentation on Speech Preparation and How to Answer Questions. The participants then prepared their speeches which they were to deliver the following day with evaluation and feedback to be given by two professors from Leyte State University.

It was observed that most of the participants had the potential to become good speakers and worthwhile members of the COFPRHA 8 speaker's bureau.

#### ***4.1.5. Media appearance training for legislators***

A media appearance training workshop was conducted for legislators and their staff on June 9, 2005. The training was conducted by popular TV personality Ces Oreña Drilon, an FP ally, and Philippine Daily Inquirer Editor Gerry Lirio, a print media ally. The evaluation of the sessions was very favorable with participants saying that they found the training worthwhile and will recommend it to their peers in Congress.

## **4.2. REGULAR PUBLICITY CONDUCTED**

Ketchum/Corporate Image Dimensions, the public relations subcontractor of the project, is tasked with releasing four stories per month within an agreed thematic concept. These releases are expected to be picked up at least ten times per month in the major publications (broadsheet and tabloid) and radio news and commentary programs.

TSAP pursued a pro-active media relations and PR program that resulted in **98** pick-ups for the year in review. The stories were a composite of news releases on TSAP-FP activities, print media pick-ups generated by radio commentaries, and direct coverage of TSAP-FP and its partners' programs and events.

### ***4.2.1. Monitoring Results***

Through CID, the Project monitors the media by regularly scanning nine broadsheets and ten tabloids, and listening to the major news and public affairs programs on the two top radio stations and the early evening and late evening newscasts of the top two television networks. Based on the scanning, three reports are issued: a Summary of Print Monitoring which lists the significant FP stories classified as positive (including TSAP-FP releases), negative, neutral and reference; the FP News @ a Glance, which summarizes the key FP-related stories and is circulated to the OPHN List Serve E-Group and FP Spokespersons E-Group; and, a quarterly analysis of the significant developments in the media. Significant stories appearing on television are also recorded.

## **Print**

In terms of the overall BCC target to improve the proportion of positive to negative stories from an average of 5.1:1 last year, the figure slightly went down to 4.24:1 this year. This was due to the issue on the so-called "two-child policy" and other catholic church inspired items discussing pro-life concerns.

For the period covering October 1, 2004 to August 14, 2005, CID monitored a total of **3,486** FP related stories. Of these articles, **1,023** were positive stories including **83** TSAP-FP influenced/released articles, **257** were negative, **567** were neutral and **1,639** were considered references.

Of the **3,486** articles monitored, **1,518** (or 44%) fell under the category of Family Planning, **91** (3%) on Adolescent Reproductive Health, **819** or (23%) under Population and Development Issues, and the remaining **1,058** (30%) were on HIV/AIDS, VAW, etc.

Compared to last year's data, this year's articles on family planning increased by 48 percent from 1,029 to 1,518. This reflected the debate on the "Responsible Parenthood and Population Management" or HB 3773 and the *Ligtas Buntis* (Safe Pregnancy) Campaign of the Department of Health. This debate, which was joined by numerous groups resulted in the ratio of favorable vs. negative stories decreasing from 5:1:1 for last year to 4.2:1 for the period October 1, 2004 to August 14, 2005.

The TSAP-FP releases in print generated free media coverage to FP with a value of **P6,215,772.82 (US\$111,996.01)**.

### **Broadcast**

Broadcast media directly influenced by TSAP-FP continued to air FP-related messages which provided reach and frequency to FP issues. Three programs on DZMM, one of the top radio stations in the country, regularly broadcast family planning information. These were *Radyo Patrol Balita*, which aired one-minute FP tidbits from October 1, 2004 until May 16, 2005, *LoveLines*, a call-in FP counseling programs that airs every Saturday morning from 2:00 to 3:30 AM, and *Tambalan Failon* at Sanchez, which discusses FP issues on a regular basis.

These three programs brought in **free media values totaling Php54,975,817 (US\$990,555.26)** for the project for the period under review.

The full report of the CID for October 2004 to August 2005 is in *Annex11*.

#### ***4.2.3. Analysis of Media Stories on Family Planning***

The year was marked by a significant increase in the number of articles on family planning and reproductive health, both positive and negative. Positive articles were mostly attributed to FP supporters, from both the government and private sectors. Making good copy for FP is the PopCom, particularly its Executive Director Tomas Osias, who is often quoted in the newspapers. Other government

supporters of FP who have been vocal in media are members of Congress, primarily the authors of HB 3773 and the proponent of Ligtas Buntis, Secretary Manuel Dayrit of the DOH.

There was an increasing number of vocal supporters of FP from the private sector. This included allies developed by TSAP-FP from its network of organizations promoting FP. They received sympathetic attention from allies of FP in the media sector, including those in the Department of Health beat and radio/TV commentators, primarily from ABS-CBN which remains a dominant broadcasting network.

Ligtas Buntis and HB 3773 were issues that elicited various positions on FP – from those who only support natural FP methods to those who are for informed choice on FP. The publicity generated by these issues also provoked massive outpouring of support, not just from national allies, but also regional allies. The debate served the useful purpose of making columnists write about the issue, and in many instances disclose their positions. As of last count, 27 columnists in the major broadsheets and tabloids have expressed their favorable position on family planning. This number far exceeds the six (6) who are opposed to family planning. Another 20 have written about family planning but have not expressed a favorable or negative position on the issue.

This overwhelming support for family planning from columnists is significant because starting the second quarter of 2005, there has been a significant reduction in the number of pages of the major broadsheets. This is a reflection of the reduction in advertising budgets, which results in fewer pages devoted to editorial (news articles, editorials, columns, feature articles and news photos) content. The reduction in the number of pages devoted to editorial content also means that there has been a reduction in the amount of space devoted to news releases from outside sources, as opposed to staff written stories.

#### **4.3. MEDIA BRIEFINGS CONDUCTED**

In the Philippines, as elsewhere, reporters are rotated around the different beats in a newspaper. Over the course of the year, two very supportive reporters in important publications were moved to different beats and replaced by new reporters who are relatively uninformed about family planning issues. This implies a need to continuously orient the reporters on family planning.

Many TSAP-FP activities are regularly covered by the media and these occasions are used by the project to promote better relations. These activities include the FP Hotline briefings in October 2004, the December, 2004 Dissemination Forum for ARMM Formative Research on Planning, the Spot-On workshops to develop radio materials to disseminate the *Fatwa* in ARMM, the dissemination of the results of the National Demographic and Health Survey among media from Regions VI, VII, VIII, IX, XII and ARMM.

In July 2005, the project with the assistance of the Philippine Business for Social Progress, Popcom VII and NAGPAKABANA Foundation, organized a two-day Media Briefing held in Olango Island and Cebu City. The briefing exposed the media to successful FP practices and activities in the area, including the FP promotion activities of TSAP-FP partners. During the course of the tour, the group learned about the adverse effects of rapid population growth on the natural ecosystem of Olango Island. The participation of TSAP-FP media allies accounted for a good number of pick-ups generated in reference to the event alone.

## **5. ARMM communication activities implemented**

### **5.1. ARMM FORMATIVE RESEARCH RESULTS FINALIZED AND PRESENTED**

A research dissemination forum on the ARMM formative research results was held on December 2, 2004 at the Garden Orchid Hotel in Zamboanga City. Participants were from various NGOs, DOH, POPCOM working in the ARMM region as well as representatives from USAID and its cooperating agencies and members of the press.

The results were presented by Dr. Magdalena Cabaraban, Lead Investigator for the research project of the Research Institute and Mindanao Culture (RIMCU) of Xavier University in Cagayan de Oro City. After the presentation, a panel of reactors presented their reactions to the study results. The panel of reactors was composed of: Ustadz Ahmad Alih Bud (Director of SPCIST of the Mindanao State University in Tawi-Tawi), Dr. Sukarno Asri (Provincial Health Officer of Tawi-Tawi) and Ms. Samira Gutoc-Tumawis (free-lance columnist/journalist).

The findings were generally well-received and the reactors confirmed most of the survey results. The details of the forum proceedings as



*Ms. Samira Gutoc-Tumawis, one of the reactors during the ARMM Formative Research Dissemination Forum in Zamboanga City on December 2, 2004.*

well as the papers from the reactors are contained in the

report of the ARMM Coordinator. (Please refer to *Annex 12*)

### **5.2. PRESS CONFERENCE ON ARMM FORMATIVE RESEARCH CONDUCTED**

The press conference was held in tandem with the dissemination forum of the ARMM Formative Research on December 2, 2004. It was also attended by the media from Manila and ARMM. Seven representatives from the Manila Health Beat, as well as



five radio station managers from Tawi-Tawi and Sulu and four representatives from the Zamboanga broadcast media and correspondents for national papers attended the research dissemination forum.

As a result, three articles appeared in the two major dailies and a tabloid (Manila Bulletin, Manila Standard & Imbestigador). A local TV station (ABS-CBN Zamboanga) and three radio stations (RPN, IBC & RMN) in Zamboanga picked up the story.

### **5.3. ARMM RADIO CAMPAIGN PLAN DEVELOPED AND IMPLEMENTED**

#### ***5.3.1. Spot-On Radio Materials Development Workshop Conducted***

TSAP-FP organized a workshop from February 15 to 18, 2005, to develop a radio campaign to disseminate the *fatwa* in the Autonomous Region in Muslim Mindanao (ARMM). The workshop was attended by staff of POPCOM Region IX and seven radio broadcasters, including two station managers of top-rating radio stations in ARMM. The broadcasters were from DXGD and Radyo ng Bayan in Tawi-Tawi, DXMS in Cotabato City, DXMM-AM in Sulu, and RMN in Zamboanga. The four-day activity was held in Zamboanga City.

With inputs on the *fatwa* and the results of the 2004 qualitative research on Muslim beliefs and practices on FP, the workshop participants developed and produced three radio ads in the major dialects in ARMM, namely Sama, Yakan, and Tausug. A radio ad was also developed for Marawi City, but this was done in Tagalog.

Production of the radio spots went through a strategic planning process from determining the target audience and message development to pretesting. The radio ads all carried a uniform message as agreed by workshop participants, i.e., “*Family planning is birth spacing and is acceptable in Islam as cited in the Fatwa.*” Intended audiences were: (primary) married men and women of reproductive age, 13-25 years old, and (secondary) the Muslim religious leaders.

The radio spots were recorded in Sama, Tausug, Yakan and Tagalog at the Radio Mindanao Network (RMN) recording studio in Zamboanga City. They were pretested among a group of Sama, Tausug and Yakan-speaking women of reproductive age the following day. The Tagalog version was also pretested among Maranao women. POPCOM Region IX staff facilitated the pretest. Based on results of the pretest, the spots in Yakan, Tausug and Sama were revised and re-recorded at the RMN Studio.

On May 11, 2005, the radio spots were translated into Maranao and Maguindanao and pretested among the target groups in Cotabato City. With the ads faring well in the pretest, they were finalized.

### ***5.3.2. Airing of ARMM Radio Spots implemented***

USAID approved two versions of radio spots entitled “*Birth Spacing*” and “*Ask the Ustadz*” on May 26, 2005 (*Annex 13*). The spots aired in Cotabato City, Zamboanga City (to reach Basilan), Sulu and Tawi-Tawi from June 1, 2005 to August 14, 2005 and in Marawi City on June 16, 2005 to August 14, 2005.

The following stations aired the spots:

- DXGD (Bongao) and DXMM (Tawi-Tawi) DXMS (Cotabato City) of Notre Dame Broadcasting Corporation.
- DXMR (Zamboanga), DXSO (Marawi), DXSM (Jolo) and DXDC (Tawi-Tawi) of the Philippine Broadcasting Service (Radyo ng Bayan)
- RMN Zamboanga and RMN Cotabato City of Radio Mindanao Network
- Hot FM (Sulu) and Sulu Media Arts in Sulu

The abovementioned stations comprise all the major radio stations based in ARMM. They aired the spots from between five spots per day (RMN stations and Sulu FM stations), ten spots per day (Philippine Broadcasting Service) to 20 spots per day (Notre Dame Broadcasting stations).

### ***5.3.3. Feedback on ARMM radio spots gathered***

Pending the conduct of a quantitative evaluation of reach and recall of the ARMM radio spots in October 2005, informal feedback on the spots disseminating the *Fatwa* were received by TSAP – FP. Babylin Omar, station manager of DXGD Bongao Tawi-Tawi reported that on the first day of airing, she received a text message from a listener asking if indeed the *Fatwa* was official and where this was made. Ustadz Ali Bud, who had the time slot after her, answered the question.

At the next time slot, the texter asked the same questions of Ustadz Ali Bud who narrated how the *fatwa* came about as a result of extensive consultations.

Ms. Omar also narrated how Shane, her reporter who was doing outreach in the poor barangays (villages) of Sibutu Island, got feedback from several people there. In Tandubanak, a young wife said that now that she knows that Islam does not prohibit family planning, she can start planning her family. In Unosunos, an older woman said that it was too late for her to practice family planning. But if she had only known about the *Fatwa* then, she would have practiced it.

Zeny Masong, station manager of *Radyo ng Bayan* Jolo, said that Integrated Provincial Health Officer Dr. Farrah Tan Omar congratulated her on the airing of the spots. There were also some comments that perhaps, the Notre Dame station had pirated some talents of Radyo ng Bayan since they heard the Radyo ng Bayan talents on the spot being aired in Notre Dame. Of course they explained that the spots were a joint activity of the two stations.

Jeff Sampang, station manager of DXMM in Jolo, Sulu, said that the spots have generally received positive feedback, particularly since the station interviewed Ustadz Ibrahim Caojati, the Grand Mufti of Sulu on the *Fatwa*. Mr. Sampang also received some negative feedback but only from those who were not familiar with family planning.

#### **5.4. MATERIALS TO PROMOTE THE *FATWA* DEVELOPED**

With assistance from TSAP-FP, SOFDEPI, an NGO comprised of Muslim Religious Leaders supportive of FP, prepared five leaflets discussing the *Fatwa*. The leaflets, which were reproduced and distributed in ARMM had the following topics:

1. *Birth Spacing in the Eyes of Islam*
2. *The Creation of Man*
3. *Raising Muslim Children*
4. *The Righteous Muslim Family*

Each of these leaflets was translated into the five major dialects in ARMM: Maranao, Maguindanao, Yakan, Tausug and Sama.

### **6. Dissemination of National Demographic and Health Survey 2003**

#### **6.1. AGREEMENT REACHED TO PROVIDE TECHNICAL ASSISTANCE TO DISSEMINATE NDHS 2003**

In December, 2004, the Chief of Party and the BCC Advisor met with Ms. Laurie Liskin of MACRO International, which provided technical assistance in the conduct of the National Demographic and Health Survey (NDHS) 2003. MACRO International requested assistance from TSAP-FP in the conduct of dissemination sessions on the results of this survey. During this meeting, it was agreed that TSAP-FP would provide technical support in the dissemination of survey results to the Philippine Obstetrical and Gynecological Society and media practitioners in Metro Manila, Cebu and Davao. MACRO International, through POPCOM, will fund this activity and provide logistic support.



*POPCOM Executive Director Tomas Osias, DOH Undersecretary Milagros Fernandez, NSO Region IX Director Atty. Magtahir Manulon and POPCOM Region IX office-in-Charge Jesusa Villarante at the presidential table.*

##### **6.1.1. NDHS Media Forum in Davao**

Some 15 media practitioners from key print and radio outlets attended the media forum in Davao on April 13, 2005. Notable were the editor-in-chief of Mindanao Daily News (leading Davao City English daily), the Davao correspondents of Inquirer and Malaya and a stringer from the Associated Press.

The POPCOM presentation on FP by Commission on Population Deputy Executive Director Mia Ventura was clear. However, the presentation on the health findings was not as successful as it was presented by the National Statistics Office regional director. The proposed presenter, Regional Director Dolly Castillo of DOH was unable to come due to a mix-up in scheduling.

While the forum was on the NDHS, the presentation made by Dr. Agapito Hornido, Provincial Health officer of Davao del Norte, focused on contraceptive self reliance. As a result most of the questions in the open forum were on CSR. Among them were: how much will CSR cost the government; motive for withdrawal of support by USAID for contraceptive supplies; how will goal of 1.9% PGR by 2010 considering lack of political will from LGU; CSR situation in Davao City; difficulties incurred in ARMM and CARAGA.

A notable point raised by the Cagayan de Oro participant was the fact that the presentations used a lot of technical terms which they did not understand and are boring. He pointed out that media is interested in STORIES to tell, specifically, how to localize the data and make them stories.

#### ***6.1.2. NDHS Media Forum in Cebu***

The forum to disseminate the National Demographic and Health Survey to Visayas media on May 19, 2005 was well-attended and organized. Around thirty media practitioners attended the dissemination from key print and radio media outlets in Region VI, VII and VIII.

Notable were the following media participants:

Region VI: Nestor Burgos (Reporter-Visayas Examiner), Nanette Gaudalquiver (Editor-in-Chief Sun Star Iloilo), Rod Tecson (Anchorman - DYFM Bombo Radyo)

Region VII: Jimmy Abayon (Reporter – Sun Star Daily), Josua Cabrera (Editorial/Cartoonist – Sun Star Daily), Michelle Sanchez (Reporter – DYHP) and reporters from ABS-CBN, GMA 7 Cebu Daily News

Region VIII: Luisita Quebec (Anchorperson – DYVL “Action Radio”), Lemuel Pagli-awan (Reporter- Leyte Samar Daily Express), Cris Agner (former Reporter – DYVL), Lito Bagcinas (Bureau Chief – Today Eastern Visayas)

The presentation on Fertility and Family Planning was made by Ms. Mia Ventura, Deputy Executive Director of the Commission on Population. The presentation on Maternal and Child Health by Dr. Dolly Castillo, Region XI DOH Director was lively and interesting. She gave the presentation in the local dialect and incorporated her own personal stories and experiences from the field as she presented the data. This helped media participants in gaining better understanding of the data and its implications. Dr. Castillo also gave media participants some tips on what stories would be interesting to write as well as practical recommendations on how DOH can move forward based on NDHS data.

Questions posed by the media practitioners during the Open Forum related mostly to an articulation of their needs so they can be in a better position to contribute to the FP promotion and to some extent, clarification on certain health data. Among the needs expressed were:

- Request for a media relations program to help develop their skills in understanding on how to make sense out of the tables/numbers, making news bits from the data so FP can be a part of a bigger agenda in the news.
- Provision of assistance for capsulated information or trivia regarding FP which they can plug in their radio programs.
- Making available provincial data on NDHS since some provinces will not identify with regional data. However, this is not possible because of the size of the sample.
- Reaching out to senior managers/owners of their stations/publications since family planning is not in their agenda.

### ***6.1.3. NDHS Media Forum in ARMM***

The forum on June 15, 2005 to disseminate the NDHS data on ARMM to the media representatives from the Autonomous Region was well attended. Notable among the attendees were radio station managers from Marawi City, Tawi-Tawi and Sulu, as well as the correspondents of national newspapers Philippine Daily Inquirer and Philippine Star, as well as television crews from ABS-CBN and GMA.

Undersecretary Milagros Fernandez of the Department of Health delivered the welcome remarks. She was followed by Executive Director Tomas Osias of the Commission on Population who gave a competent if standard presentation on Fertility and Family Planning. The presentation on Maternal and Child Health and Other Health Concerns was made by the Director of the National Statistics Office in Region IX.

The questions from the media were incisive. One of the questions was on the *Fatwa on Family Planning*, and what was being done to disseminate this. The TSAP-FP Communication Advisor answered that a radio campaign had just been launched disseminating the message that FP is birth spacing which is allowed in

Islam. He invited the radio station managers to share initial feedback on the radio campaign.

## **7. Communication activities to promote contraceptive self reliance conducted**

### **7.1. CONTRACEPTIVE SELF RELIANCE COMMUNICATION PLAN DEVELOPED (IN CLOSE CONSULTATION AND COORDINATION WITH THE LEAD AND PRISM PROJECTS) FOR SUBMISSION TO USAID**

As mandated by USAID/Philippine Mission, an inter-agency collaboration composed of BCC component staff from TSAP-FP, LEAD for Health Project and PRISM was formed to work on a Contraceptive Self-Reliance Strategy (CSR). TSAP-FP was given the lead task in developing a communication plan to promote the CSR Strategy.

Representatives of the BCC component of the three projects met for the first time on April 22, 2005 at the Days Hotel in Tagaytay City to agree on the objectives and elements of the joint CSR Communication Plan. The group also decided to officially call themselves the CSR.com (short for CSR Communication Plan Committee).

A second meeting was held on May 5, 2005 at the TSAP-FP office where committee members decided on the Plan's five major target groups. Also identified were the corresponding desired behavior for each target group, the perceived benefits to be accrued from said behavior, the key messages, the tools by which to convey the messages, and the respective assignments of each cooperating agency involved in implementing the plan. Also agreed during the meeting was the expansion of the membership of the committee to include representatives from the Department of Health (DOH) and the Commission on Population (POPCOM). Dr. Yolanda Oliveros, Chief of the DOH National Center for Disease Prevention and Control, has been designated as DOH's official representative in the CSR.com with Dr. Honorata Catibog as alternate.

In a meeting called by TSAP-FP on May 24, 2005, the group agreed to conduct three formative researches among the Plan's target groups, in particular, the clients, the LGUs and public health providers. The researches would help determine the target groups' present behavior relative to the CSR strategy. Research findings will serve as basis in crafting the final messages and strategies for reaching these three groups as part of the CSR Communication Plan. It was also agreed that PRISM would fund the research for the clients while the LEAD for Health Project would fund those for LGUs and public health providers.

Before the end of the second quarter, TSAP-FP – in close collaboration with the PRISM staff and USAID – finalized the Scope of Work (SOW) for the research agency that will conduct the formative research for clients referred to as the *“Qualitative Research on Consumer Motivation to Purchase Contraceptives in the Philippines”*. The request for proposal (RFP) from bidders was published in a leading

newspaper on July 10, 2005. As a result of the advertisement, eight firms requested for a copy of the RFP. However, only three firms submitted proposals on the scheduled July 29 deadline. These proposals were from: Ateneo IPC, ACRE and AC Nielsen Philippines. A joint PRISM-TSAP-DOH selection committee will be convened on August 15, 2005 to evaluate the three proposals and choose the winning bidder on the basis of certain evaluation criteria.

A meeting held on July 5, 2005 with the LEAD, TSAP-FP and DOH representatives in CSR.com discussed the draft SOW for the research agency that will conduct the formative researches for the LGUs and public health providers. The researches were referred to as: *“Qualitative Research on Local Government Units’ Chief Executives and Key Officials Perceptions and Attitudes on Family Planning and Contraceptive Availability”* and *“Qualitative Research on Public Health Providers Motivation to Advise Clients to Purchase Contraceptives”*. Based on the outcome of this meeting, TSAP-FP developed the final SOW and was presented last July 15, 2005. LEAD will then finalize the RFPs for potential bidders.

Following completion of the three formative researches, the CSR.com will proceed with the drafting of the communication plan.

Other technical assistance activities provided by TSAP-FP relative to the CSR Strategy was the development of two types of print materials, the first is a CSR Primer – one version for the private sector, and another version for the public sector; the second is a Q&A on Administrative Order 158 on “Guidelines on the Management of Donated Contraceptives under the Contraceptive Self-Reliance Strategy.” TSAP-FP has submitted these materials to USAID for approval. In the meantime, LEAD has pre-tested the materials among service providers and local chief executives in various venues, with favorable results.

## C. OUTREACH

**Intermediate Result 3.2: Key segments of society openly supporting the use of family planning increased as measured by:**

- *Number of influential individuals from various sectors openly supporting the use of family planning*
- *Increase in the number and type of key segments of society openly supporting the use of family planning*

TSAP-FP, through the Outreach Component, endeavors to achieve these results by intensifying the mobilization of existing sectoral partners and local networks, as well as influential individuals from various sectors, in promoting the use of modern family planning methods.

From October 1, 2004 to August 14, 2005 TSAP-FP focused on improving the capabilities of sectoral and multisectoral networks to conduct FP promotion and community mobilization campaigns as well as of key influentials to publicly address family planning issues. TSAP-FP provided technical assistance for (i) enhancing capacities of spokespersons; (ii) implementation of local/sectoral outreach plans of FP networks or organizations; (iii) development/start-up of local/sectoral outreach plans of new partners; (iv) FP Promotion among Men in Uniform; (v) expansion of *fatwa* dissemination in ARMM; (vi) implementation of small grants; and (vii) mobilization of Informal Sector/Urban Poor networks including small transport groups at the national level.

During the period October 1, 2004 to September 30, 2005, TSAP-FP achieved the following:

### **1. Continuing capacity building of spokespersons**

#### **1.1 FOLLOW-UP TRAINING OF SPOKESPERSONS**

TSAP-FP continued to provide assistance to individual influentials who have committed to publicly promote FP as spokespersons. The influentials were regularly supported with updated information on FP, field exposure, publications to help them more effectively and persuasively speak on FP issues. Part of the over-all spokesperson's strategy is the development of handy materials which they can use during public speaking engagements and media interviews.

A gathering of the family planning influentials in the Philippines, the First FP Spokespersons' Conference, was convened on September 22-23, 2004 in Cebu City to serve as a venue for the exchange of ideas, experiences, strategies and lessons learned in promoting family planning. Conference participants included small grants implementors and other organizations from the informal sector, academe, faith-based groups, NGOs, medical associations and health care providers as well as religious



leaders from the Autonomous Region in Muslim Mindanao (ARMM). FP supporters from national media organizations and the Armed Forces of the Philippines were also present. A total of 72 influentials from organizations in all the TSAP-FP areas of NCR, Metro Manila, Davao and Bicol attended the conference.

The partners identified challenges and hindrances and plotted actions to address these for execution from October 2004 to March 2005. Among the issues identified were:

- Lack of comprehensive government policies on FP/RH
- Myths and misconceptions about FP
- Lack of coordination on FP initiatives among GOs and NGOs at the local level
- Sustainability of FP advocacy actions
- Lack of service orientation among service providers
- Varying levels of support for FP by the LGUs

In the ARMM, the influentials stressed the challenge to popularize and build support for disseminating the *fatwa*, the Muslim edict for family planning and reproductive health proclaimed by the *Darul Ifta* of the Philippines in March 2004 with project support.

TSAP has established an electronic mail group of individual influentials to serve as a hub for exchange of information. An FP promotion toolkit also provides the influentials with ready reference when they promote FP.

## **1.2. REGULAR MEETINGS/*KAPIHAN* (COFFEE MEETINGS)**

### ***1.2.1. National Capital Region***

One of the outreach strategies is to regularly gather FP influentials in a meeting to share experiences and be provided with updates on FP issues through electronic mail. This e-group became operational on October 11, 2004.

At the National Capital Region (NCR), 25 influentials attended the first of a series of FP Spokespersons *Kapihan* (coffee meeting) on March 11, 2005.

During this meeting, Rep. Gilbert Remulla provided updates on current policy initiatives in Congress. Angelo Palmones of DZMM reiterated the need for “stories” that media practitioners can feature. Other media personalities present were Ces Oreña-Drilon of ABS-CBN and Domini Torrevilas. Columnist of the Philippine Star. Also present were Bishop Fred Magbanua of the Interfaith Partnership, Ka Dedeng Nicolas of KATINIG, and Ariel Lim of NACTODAP. Gladys Malayang of Health Development Initiatives, Inc. (HDII) hosted the activity.

One important proposal during the *Kapihan* was to hold bi-monthly meetings, considering that FP was a “hot” issue at the moment. The group also came up with the following recommendations:

- organize a formal group within a national network or alliance of FP influentials;
- show support for FP initiatives in Congress;
- act as catalysts for sharing initiatives on FP promotion;
- link target groups with service delivery groups;
- build a comprehensive directory of FP service providers, expert resource people, speakers, etc., who can be tapped by FP spokespersons; and
- build capacities through training on media handling, message development, and communication planning.

During its fourth year (option year), TSAP-FP will provide technical assistance to this first batch of *Kapihan* participants to help them realize their plans.

#### **1.2.2. Cebu**

A roundtable discussion of FP Influentials was held on April 26, 2005 in Banilad, Cebu City. It was attended by 45 participants from NGOs, transport groups, media, academe, and local government. FP networks CCUVA, Metro Cebu CAN and the Regional Population Office spearheaded the activity.

Ms. Judy Aguilar of the University of San Carlos served as moderator. Dr. Saleshe Baking of *Nagpakabana* (Concerned) Foundation presented her organization’s efforts to organize NSV acceptors and tap them to promote greater male involvement in family planning. She organized the *Bisayang Maginoo Club* (Visayan Gentlemen’s Club) composed of NSV acceptors from Cebu. Brgy Kagawad Zenaida Amores reported about Metro Cebu CAN’s FP orientation activities in the communities. Amores mentioned the linkage established with Marie Stoppes and Family Planning Organization of the Philippines (FPOP) for services and commodities and how, as a barangay councilor, she and her colleagues were able to tap the barangay Gender and Development (GAD) fund for FP commodities. Leo Rama, Regional Director of POPCOM 7, discussed key principles of the Philippine population program, current thrusts, and the contraceptive self-reliance (CSR) program.

During the open forum, Efren Tabanao, Regional Coordinator of the tricycle drivers’ association, NACTODAP, shared what his group was doing regarding FP promotion. He said that FP is now included as an item in their regular NACTODAP meetings because they realized that they should be concerned not only with traffic and fuel issues but also with responsible parenthood.

### **1.3. PRODUCTION/DISTRIBUTION OF FP SPOKESPERSON'S TOOL KIT**

The prototype of the FP influentials' tool kit, titled "*Ripples: FP Spokesperson's Tool Kit*" was finalized. The pre-testing of the prototype will be conducted in September 2005. Twelve (12) FP influentials have been invited to the focus group discussion to pretest the said tool kit.

### **1.4. MOBILIZATION OF INFLUENTIALS**

Family planning influentials were supported to participate in several key events organized by local FP partners. These influentials' participation was requested by the partners themselves. For example, Senator Rodolfo Biazon was Keynote Speaker during the City Wide Family Planning Summit organized by IMA Foundation and SAFE-FP in Angeles City, Pampanga on March 29, 2005. Representative Gilbert Remulla opened the Consultative Workshop on Population, Reproductive Health and Family Planning for Urban Poor Leaders in Region V on March 13-15 in Legazpi City, Albay. Bishop Fred Magbanua, Chair of the Interfaith Partnership was present in four of the five scheduled Provincial Interfaith Consultation Forums (Davao City, San Fernando City, Cebu City, and Legazpi City).

### **1.5. PRODUCTION/DISTRIBUTION OF THE *TIPPING POINT*/GAINING GROUND NEWSLETTER AND OTHER FP INFORMATION PROVIDED TO INFLUENTIALS**

The *Tipping Point* newsletter is an offshoot of the FP Influentials' Conference conducted from September 22-23, 2004. During the conference, the participants agreed that they needed a regular forum to exchange insights, lessons, experiences and best practices on family planning promotion. Realizing that much has been gained since TSAP-FP began operating in October 2002, they identified the need for a venue that will chronicle milestones in FP promotion. Thus was born the idea of publishing the *Tipping Point* on a regular basis.

The first issue of the newsletter was published in the last quarter of 2004. The second issue, published last March 2005 was distributed during the FP Spokespersons' *Kapihan* on March 11, 2005, was rechristened *Gaining Ground*. The succeeding issues of the newsletter were published electronically and distributed among the FP influentials and members of the OPHN listserv on a monthly basis starting May 2005. Three issues have been released as of this reporting.

At the same time, FP influentials were continually updated with the most recent news and issues related to family planning through the FP Influentials. Condensed stories in media related to family planning were e-mailed daily to them in an easy text format called "*FP at a Glance*."

## **1.6. INTERNATIONAL OBSERVATION STUDY TOUR (OST) FOR INFLUENTIALS**

From April 2-11, 2005, national-level influentials representing different sectors like legislature, healthcare (public and private), civil society, and top rating TV and radio stations and highest circulation English daily, joined the Observation Study Tour (OST) to Mexico. Mexico is a Catholic country which has successfully implemented contraceptive self reliance initiatives. Given that Mexico and the Philippines share similar political and religious environments, the OST aimed to provide the participants with successful experiences to increase FP information sharing and outreach that could be adapted to their own programs or situations.

The study tour participants included the following well-recognized and influential personalities:

- 1) Rep. Josefina Joson – Chair, House Committee on Women
- 2) Rep. Darlene Antonino-Custodio – First District of South Cotabato and Member, Philippine Legislators Committee on Population and Development
- 3) Dr. Dolores Castillo– Assistant Secretary, Department of Health
- 4) Dr. Evelyn Palaypayon – President, Philippine Obstetrical and Gynecological Society (POGS)
- 5) Dr. Wilson Pamintuan – President, Rotary Club New Manila East
- 6) Bishop Fred Magbanua – Chair, Inter-Faith Partnership
- 7) Ms. Ces Oreña-Drilon – TV Host and Newscaster, ABS-CBN
- 8) Susan Enriquez– Program Host, GMA-7
- 9) Mr. Gerry Lirio – City Editor, Philippine Daily Inquirer
- 10) Mr. Angelo Palmones – Station Manager, DZMM and radio broadcaster

During the study tour, participants were exposed to a wide variety of public and private institutions in Mexico which have been instrumental in promoting and implementing reproductive health services. The OST participants noted the importance of high-level political support in allowing for a national, centrally-coordinated family planning strategy under the stewardship of CONAPO which is equivalent to the Philippines’ Commission on Population. CONAPO’s effective coordination of programs by both government and private institutions has brought about extensive public access to family planning information and services. Further, they observed the importance of civil society in promoting reproductive health rights—particularly on issues which were not part of the early family planning program, such as services for special populations (indigenous, youth).The OST participants were also exposed to the wide variety of communication strategies that have been used by both public and private organizations to increase access to information and education. As a result of the study tour, the participants came up with individual FP promotion plans which they pledged to implement upon their return. Apart from their individual plans, the participants also agreed to explore the possibility of organizing the “Communicators for Free Choice (CFC)” which will be composed of the OST alumni, media allies, and other personalities who have a strong interest in family planning promotion. According to the group, the purpose of CFC is to come up with visible and high profile FP promotion campaigns that will raise acceptance and practice of family planning.

*Annex 14* contains the full report on the OST to Mexico.

### **1.7. LOCAL OBSERVATION STUDY TOUR FOR FP SPOKESPERSONS**

Seventeen (17) sectoral leaders participated in the study tour from June 6 to 12, 2005 to observe successful initiatives that promote family planning and reproductive health. Areas visited were Quezon City and the provinces of Bulacan, Cagayan, and Pangasinan which had noteworthy experiences in FP promotion.



*Governors Ed Lara (left) of Cagayan and Victor Agbayani (right) of Pangasinan sharing their FP promotion experiences with the OST delegates*

The delegation consisted of the following FP influentials:

1. Ariel Lim, President, National Confederation of Tricycle Operators and Drivers Association of the Philippines
2. Andrio Tayangona, President, NCR Satisfied Users and Acceptors Club
3. Cecilia Magdalena-Santos, President, Association of Barangay Service Point Officers in San Juan
4. Jimmy Ceguerra, Program Associate, Philippine Rural Reconstruction Movement (PRRM)
5. Elvira Gomez, Population Program Officer, Province of Bulacan
6. Susan Pineda, Executive Director, IMA Foundation
7. Eduardo Cortez, Vice President, Regional Urban Poor Coordinating Council
8. Cristeta Triunfante, Chair, Bicol Reproductive Health Alliance
9. Mary Pino-Buanghug, President, Cebu City United Vendors Association (CCUVA)
10. Linda Abadiano, National President, National Confederation of BHWs of the Philippines, Inc.
11. Zenaida Amores, Metro Cebu Community Advocates Network
12. Nida Cabrera, President, Brgy. Luz Homeowners Coop. (Metro Cebu CAN)
13. Jean Justimbaste, Vice President, Coaliton of FP/RH Advocates in Region 8 (COFPRHA8)
14. Merlyn Rodriguez, Secretary, COFPRHA8
15. Hanetz Villarubia, Acting Chair, Negros Oriental FP/RH Advocacy Network (NeOFPRHAN)
16. Mashor Mamolawan, Program Coordinator, Muslim-Christian Agency for Rural Development-Panginam O Masa (MUCARD-POM)
17. Faustina Carreon, Executive Director, Kaugmaon Foundation, Inc.

In Quezon City, the city government used the results of the city's Demographic and Health Survey to inform policymakers on FP and reproductive health issues.

In Bulacan province, the delegation witnessed how community health volunteers were effectively mobilized for information dissemination and health service delivery through the *Chikahan sa Barangay* (Village Informal Talks).

In Cagayan, a province with consistently high contraceptive prevalence and low infant and maternal mortality, Governor Edgar Lara outlined the importance of clarifying goals and objectives in achieving favorable health outcomes. Various local innovations were also highlighted such as the prepaid perinatal services, *tambayan sa* (hang out in) birthing homes, *dalaw turo* (teaching the patients' visitors) itinerant teams, family planning, population and environment integration. The province of Pangasinan is a role model for achieving contraceptive self-reliance. During the visit, Governor Victor E. Agbayani, emphasized the need to invest in the people's health and to involve various sectors to achieve a better quality of life for all.

The participants expressed some key learning and insights as far as family planning promotion is concerned. They concluded that a committed, sincere, facilitative, participatory, knowledgeable and action-oriented leadership is necessary for effective FP promotion and that political commitment should be maximized to promote FP/RH in all fronts so that stakeholders can buy into FP/RH programs. They noted that various forms of leadership affect how the programs are translated at the service delivery levels. Another insight learned was that sincere participatory process, one in which the spirit of volunteerism is engendered among members of the community and where the civil society is actively engaged, is important.

At the program and service delivery level, participants noted that clarifying roles and responsibilities among program implementers helps to minimize professional jealousy, confusion and inertia.

The complete report on the local OST is on *Annex 15*.

## **1.8. Technical assistance to spokespersons from Rotary Clubs and POGS**

### **a. POGS-Women's Advocacy Committee**

The Women's Advocacy Committee (WAC) of the Philippine Obstetrical and Gynecological Society Foundation, Inc. (POGS) actively promoted family planning among its general members during POG's 2004 Annual Convention and 58th Anniversary Celebration on November 9-12, 2004 held at the Philippine International Convention Center.

During the 2005 Convention held in Davao City, the POGS WAC set-up an IEC booth and requested TSAP-FP for 1,200 copies of the Evidence-Based Medicine – The Best Evidence on FP methods (CATs Kit) and 300 copies of FP Flipchart for

distribution among practicing OB-GYNE. The POGS members found these materials very useful as reference for their materials.

During the convention, a special session on evidence-based family planning was held with community people as the audience including NGOs and pro-life groups. The forum was the first of its kind in POGS history. Dr. Mario Festin made the presentation and it was well received even by the nuns who were in the audience. Dr. Lyra Chua of the POGS Advocacy Committee also made a presentation and was well received, especially by the NGO groups who welcomed POGS' increasing involvement in women's health issues.

#### **b. Rotary Club New Manila East (Rotary NME)**

The Rotary Club of New Manila East (RCNME) organized a core group of officers and members who will take charge of FP promotion. Headed by Mr. Felix Enrico Alfiler, the core group held a planning session which yielded a short-term FP promotion plan that was implemented beginning January 2005. Initially, the Rotary Club identified a core group within Rotary NME to incorporate responsible parenthood (RP) and family planning (FP) in their socio-civic programs and that of other Rotary Clubs. RNME also solicited the support of other Rotary Clubs for RP and FP promotion. It promotes the values of RP and FP in the outreach communities they serve. Over-all, RNME aims to put the Club at the forefront of FP promotion within the local Rotary Club system.

The Club gathered 12 of its members supportive of family planning on February 18, 2005 for a media training with noted broadcaster Ms. Cheche Lazaro. Ms. Lazaro provided the Rotarians with inputs on handling media interviews using the TSAP-FP Module developed by Ketchum/CID. The Rotarians were also oriented on evidence-based FP methods and provided with accurate key messages to communicate.

RNME President Dr. Wilson Pamintuan, was also one of the participants in the OST to Mexico. Upon his arrival from Mexico, Dr. Pamintuan organized a forum on family planning among sister clubs of RCNME from Metro Manila, Laguna, Pampanga, Ilocos, La Union, Aklan, and Leyte. Forty five (45) Rotarians attended this inter-club forum on July 8, 2005. These Rotary officials were given inputs on population and development and evidence-based family planning. Dr. Pamintuan also shared his insights on the successful implementation of population/FP programs in Mexico.

A major highlight of the forum was the session on gearing Rotary sister clubs for population/RP promotion. Action plans on population/FP dissemination at the local club level were drawn up by each of the participating sister clubs. All the representatives of the sister clubs committed to organize similar forums on population/FP and incorporate FP in their community service activities. A Statement of Commitment on Responsible Parenthood and Population Management Promotion

(Annex 16) was signed by the participating club presidents and chair of Rotary Clubs community service programs.

## **2. Assistance to local/sectoral outreach plans of KATINIG in NCR, CCUVA, METRO CEBU CAN and PBSP-Olango in Metro Cebu, LLN in Bulacan and NEOFPRHAN in Negros Oriental**

### **2.1. TECHNICAL ASSISTANCE TO CONDUCT OF FP MONTH CELEBRATIONS IN TSAP-FP SITES**

#### **Metro Manila**

In line with the government's official commemoration of August as Family Planning month, the TSAP partners in Metro Manila organized joint celebrations in selected cities and municipalities. With the theme "*Pamilya ay Mahalaga, Pag-aagwat sa Panganganak ay Iplano Mo Na*" (The family is important, plan the spacing of your children now.), the FP Day celebrations were jointly observed by *Katinig*, *Makatao*, Barangay Service Providers Association, Satisfied Users and Acceptors Clubs (SUAC), Friendly Care, Women's Health Care Foundation, League of Population Program Officers, and the Commission on Population National Capital Region (NCR) in Caloocan, Makati, Marikina, and San Juan in Metro Manila.

In the cities of Marikina and Makati, the celebrations were preceded by motorcades in which family planning messages were displayed. In all the four areas, local officials were invited to a commemorative program which included the oath taking ceremony for their respective Satisfied Users and Acceptors Club (SUAC) officials. In San Juan, Mayor Jayvee Ejercito himself graced the occasion and expressed his support for family planning. City councilors and barangay officials attended the celebrations in other places. There were also exhibitions of FP information and FP service provision activities. On-site vasectomy operations were held in Marikina. Over-all coordination of FP Day activities in Metro Manila was provided by POPCOM National Capital Region.

#### **Pampanga**

In Pampanga, IMA Foundation, Inc. spearheaded the conduct of several activities in celebration of FP month. A forum on August 9, 2005 at the Aeta Community in Barangay Sapangbato was attended by 60 participants which included local leaders. A male involvement forum dubbed "*Usapang Lalaki...para Buhay Guminhawa*" (Male talk...towards a better life) was held the next day at Barangay Pulong Maragul and was attended by 37 men from tricycle drivers' associations, *barangay tanods* (village marshals), and local leaders. The Foundation also conducted two FP Motivators' Orientations for community leaders on August 12, 2005 in Barangay Juliana and Moras which was attended by 105 participants consisting of barangay officials of both barangays, BHWs, local midwives, nurses, and community leaders.



The Society for the Advancement of Family Enlightenment on Family Planning (SAFE-FP), a multisectoral coalition of FP/RH supporters based in Region III which comprises the provinces of Pampanga, Bulacan, Zambales, and Nueva Ecija, and was born out of the technical assistance provided by TSAP in July 2004, held a provincial forum on “*Pamilya’y Mahalaga, Agwat ng Panganganak Iplano Mo Na*” (The family is important, plan the spacing of your children now.) on Aug. 11, 2005 at SACOP, San Fernando City. This was attended by 95 mostly male government and non-government representatives from the Commission on Population III (POPCOM III), Department of Social Welfare and Development (DSWD), Department of Education (DepEd), Department of the Interior and Local Government (DILG), Department of Health (DOH), Department of Budget and Management (DBM), Department of Labor and Employment (DOLE), Home Development Mutual Fund, Philippine Health Insurance Corporation, PDRN, PCFA, City Health Office (CHO)-Angeles & City of San Fernando and members of SAFE FP.

### **Metro Cebu**

The Cebu City United Vendors Association (CCUVA) and the Metro Cebu Community Advocacy Network (Metro CAN) in coordination with the Regional Population Office VII, Cebu City Health Office and the Dept. of Interior and Local Government (DILG) conducted the “Search for Most Family Planning Friendly Barangay in Cebu City” as part of the FP Month celebration in the city under the theme “*Pamilya ay Mahalaga, Agwat ng Panganganak, Iplano Mo Na.*” Eighteen barangays vied for the top awards, with Barangay Luz emerging as the winner, followed by Brgy. Ermita and Brgy. Caretta. The winners received a plaque of appreciation from the organizers. More than 400 people witnessed the event.

The National Confederation of Barangay Health Workers in the Philippines, Inc. organized a *Forum on Family Planning and Sayawit* (dance & song) *Contest* during its National Assembly on August 5-6, 2005 in Cebu City. The entries to the *Sayawit* (dance & song) *Contest* featured songs on responsible parenthood and family planning, with messages on modern FP methods as safe and effective, and family planning as a healthy lifestyle. The entries in this contest were original compositions of the barangay health workers. The *Bisayang Maginoo* (Visayan gentleman) in coordination with *Nagpakabana* (Concerned) Foundation, Inc. organized two sessions of “*usapang lalaki*” (men’s talk) to promote male involvement in FP/RH on June 19, 2005. In Olango Island, the Philippine Business for Social Progress Visayas Regional Office conducted two community FP seminars among couples to promote modern FP during the first quarter of 2005.

### **Negros Oriental**

In the Province of Negros Oriental, the Negros Oriental FP/RH Advocacy Network (NeOFPRHAN) celebrated the Family Planning month with fanfare. The campaign started with the hanging of streamers bearing this year’s theme in strategic locations in seven municipalities. NeOFPRHAN, in coordination with the Negros Oriental

Provincial Hospital, hosted a bilateral tubal ligation (BTL) and no-scalpel vasectomy (NSV) Day held in both the Provincial Hospital and the Bais City Hospital on August 19, 2005. Members of the network appeared in local radio and TV shows. The Network also organized a *Kapihan* (coffee meeting) at the Philippine Information Agency (PIA) to engage the local media groups in discussing the local health and population situation. It also organized a *Family Planning Forum* for Male and Female government officials and employees and male teachers and non-teaching personnel. The culmination of the campaign was the *Male Congress* to promote male involvement in FP/RH on August 10, 2005.

### **Metro Davao**

METSA Foundation, Inc. and Kaugmaon Center for Children's Concerns spearheaded the Family Planning Month celebration in Davao City from August 6 to 17, 2005. The Foundation organized six *Barangay Forums on FP/RH* participated in by members of the Barangay Council, Barangay Health Workers, Barangay Women Council and representatives of People's Organizations in fifteen barangays. It also convened an *FP/RH Dialogue among NGO Health Institutions, Government Health Units and Service Institutions* to discuss issues impeding FP/RH and other health services, and to agree on referral protocol for FP clients to the nearest public health providers on August 13, 2005. This activity was attended by the Davao City Health Officer and the District Health Staff of District 3 and District 1.

The culmination of the campaign was an observation study tour of trained FP motivators to health institutions providing FP/RH services like the Davao City Social Hygiene Clinic and Health Office, Family Planning Organization of the Philippines, Health Management Resource Group, Kalusugan Alang sa Bayan (KAABAY), Marie Stopes Clinic, Davao Medical Center, Brokenshire Women Center – Birthing Clinic, FriendlyCare Clinic, and Alvarez Clinic on August 11, 2005. After the site visits, the organizations involved, together with the FP motivators, gathered on August 17, 2005 in a culminating program to share their learnings and to plan for more coordinated efforts for family planning promotion and community mobilization in Davao City.

### **ARMM**

ARMM-based NGOs namely Panginam O Masa Incorporated-Muslim Christian Agency for Rural Development (POM-MUCARD), Society for Family Development and Education of the Philippines (SOFDEPI) and *Muaddil Amanah* Foundation conducted FP activities during the FP month. *Muaddil Amanah* Foundation continued implementing their *fatwa* dissemination to remote areas of Basilan. The group also produced pamphlets on the *fatwa* for selected Imams in the province. These were monitored by the Foundation to get feedback on the pamphlets.

On August 19, 2005, the SOFDEPI conducted a one-hour Maguindanaoan panel discussion on the *fatwa* over the radio. Two FP spokespersons, Dr. Tato Usman and Ustadz Esmael Ebrahim anchored the program, with Ulamas from the Darul Ifta as guests. The Majlisul A'la in Tawi-Tawi conducted a radio program in Tausug and Sinama during the month of July, anchored by active members like Ustadz Alih Bud and Ustadz Abdulgani Alawi. These radio programs enabled the Muslim religious leaders (MRLs) to reach Muslim communities which they could not cover in their localization campaign due to distance and peace and order situation.

In Marawi City, MUCARD-POM led the celebration of FP Month through a round table discussion held on August 1, 2005 in Marawi City. The discussion was attended by more than 100 participants from six municipalities of Lanao del Sur namely: Balindong, Bacolod-Kalawi, Ganasin, Tugaya, Madamba and Madalung. Originally, the FP Month celebration was confined to the Municipality of Balindong alone. However, some of POM's partner people's organizations from other municipalities requested to be included in the program.

Dr. Alinader Minalag, who recently assumed the post of Provincial Health Officer (PHO) of Lanao del Sur province, keynoted the activity in Marawi City on July 1, 2005. Dr. Minalag emphasized the important role of FP in assuring overall health among Muslims. He cited some challenges for FP acceptance in the ARMM such as the negative cultural connotation of FP among Muslims, lack of FP commodities and other related services, low awareness of modern FP methods and poorly-trained health providers. Aleem Kamil Mambatawan spoke about marriage and family life in the Islamic context, raising Muslim children (*tarbiyatul awlad*), and child care and responsibility. Ustadz Ali Patatama spoke about FP and Islam, the national *fatwa* on FP/RH and the role of every Muslim in planning their families' future. Dr. Aida Abaton, the Rural Health Physician of Balindong, shared key insights on evidence-based family planning as an important element to combat myths and misconceptions related to FP use.

## **2.2. TECHNICAL ASSISTANCE TO LOCAL LEADERS' FORUM / DIALOGUES ON FP AND COMMUNITY LEVEL FP PROMOTION IN CEBU**

In Metro Cebu, CCUVA in collaboration with the Metro Cebu Community Advocacy Network (Metro Cebu CAN), spearheaded dialogues with the barangay officials and Councilors of Cebu City to generate support for family planning program.

CCUVA and the Metro CAN organized Barangay Leaders' Forums on November 16 and 19, 2004 in Cebu City. The theme of the forum was "*Pamilyang Gamay Malipayon ug Hamugaway*" (*A Small Family is Happy and Prosperous*). Barangay Captains and Councilors, Sangguniang Kabataan Leaders and Barangay Health Workers from 13 barangays in Cebu City and two barangays in Mandaue City attended these forums.

On November 27, 2004 during the culminating activity of the Population and Development Week Celebration, barangay officials from the 15 barangays who attended the fora signed their Commitment of Support for FP. The 15 barangays are Ermita, Labangon, Barrio Luz, Apas, Mambaling, Buhisan, Mantuyong Mandaue, Looc Mandaue, Kamagayan, Lorega, T. Padilla, Sapangdaku, Kalunasan, Suba Pasil, Inayawan.

Officials from five of these aforementioned barangays pledged to integrate FP/RH services in their gender and development (GAD) budgets in 2005. The others committed to discuss the FP/RH program in their respective Barangay Council sessions in order to gather support for the integration of FP/RH program in their Annual Investment Plan. These barangay leaders requested technical assistance from Regional Population Office VII, DOH Center for Health Development (CHD) VII and other FP service providers to help them disseminate correct information on FP to their constituents. The barangay leaders also made plans to conduct FP orientations for couples and young people in their respective areas. They agreed to promote male participation in FP by conducting seminars on the truth about modern FP methods for their respective *Barangay Tanods* (village marshals) and other male community leaders.

In March 2005, CCUVA together with the Metro CAN joined the Women's month celebration through a barangay women leaders' forum. Fifty (50) barangays in Cebu City were represented in the forum and seven Cebu City Councilors attended.

### **2.3. TECHNICAL ASSISTANCE FOR FP COMMUNITY PROMOTION AND OTHER EVENTS IN CEBU AND BULACAN**

From August 2004 to July 2005, TSAP-FP provided technical assistance to sectoral partners in the implementation of its FP promotion and community mobilization plan through small grants which were approved in the previous year.

#### **2.3.1. Metro Cebu**

##### **CCUVA**

CCUVA, a grantee of TSAP-FP, conducted activities under its small grant, *"Mobilizing the Informal Sector for FP Advocacy in the Communities"*. Several community education activities on FP were conducted particularly in densely-populated barangays of Cebu City. Since January 2004, CCUVA was able to mobilize 1,251 community leaders (262 men and 989 women) from 24 barangays to promote FP. These include leaders from CCUVA's 16 vendor organization members, 12 urban poor groups in Cebu City, and four affiliate community women's organizations. The community leaders led the FP promotion in their organizations or communities. Acceptors for voluntary surgical sterilization (BTL and NSV) were referred to Marie Stopes Clinic, FriendlyCare Clinic Cebu and Vicente Sotto Medical Center (*14 BTL and 4 NSV acceptors*).

### **PBSP Visayas Regional Office**

The Visayas Regional Office of the Philippine Business for Social Progress (PBSP), through a small grant from TSAP-FP, implemented the “*Olango Island Capacity Building on Family Planning Project*” in six barangays namely Sabang, Pangan-an, Sta. Rosa, San Vicente, Talima and Gilutungan of Olango Island in Lapu-lapu City. The project aimed to establish a core group of community-based barangay health volunteer trainers on FP/RH and disseminate FP/RH information among residents of reproductive age in the target barangays. This effort was anchored on the gains of the USAID-funded Coastal Resource Management Program (CRMP) and formed a crucial component of their Olango Island Development Program, a support arm to the poverty alleviation and environmental protection of the island.

By August 14, 2005, PBSP Visayas was able to complete all the activities funded under the small grant. The 24 community health volunteers and health staff of the barangay health center were trained in Family Planning and Community-based Information System (CBMIS). These trainings enabled the community health volunteers and *barangay* health staff to conduct a barangay profile as well as family planning orientations in *barangays* Sabang, Pangan-an, Sta. Rosa, San Vicente, Talima and Gilutungan.

*PBSP Visayas also facilitated the referral of 35 BTL acceptors to Marie Stopes Clinic on May 2005 in Lapu-lapu City* - a result of the family planning promotion conducted by the community health volunteers in the covered barangays.

### **SOAR, University of San Carlos**

TSAP-FP provided technical assistance in the implementation of two activities to promote male involvement in FP. The Sociology and Anthropology Research (SOAR) Group of the University of San Carlos completed a study among no-scalpel vasectomy clients in Metro Cebu. The research, entitled *Voluntary Vasectomy: Rethinking Pagkalalaki (Masculinity) among Married Cebuano* and authored by Associate Professor Elmira Judy T. Aguilar, aimed to determine ways in which concepts of masculinity have shaped the contraceptive choice of Cebuano married men for vasectomy.

The findings revealed that the respondents equate *masculinity* with *responsibility* and defined masculinity as “being able to meet the basic needs of the family.” Given this frame of mind, these men decided to undergo vasectomy thinking that any additional child would compromise their ability to provide for their family and therefore make them less of a man. Further, the study showed that the wife’s support for the husband’s choice helped the latter to firm up his decision for vasectomy. With these salient findings, the author recommends that IEC campaigns on NSV stress the concept of responsibility, target the couples instead of just the men, and tap vasectomized men for their testimonials.

The full report on the study is on *Annex 17*.

### **Nagpakabana Foundation**

Under the small grant project “*Intensifying Community-based Promotion of Family Management (FP/RH) and NSV thru Network of Grassroots Advocates in Cebu City & Minglanilla, Cebu*,” Nagpakabana Foundation aimed to mobilize and organize NSV acceptors for FP promotion in order to address misconceptions of men on FP methods and enable them to accept an FP method or support FP practice of their spouses. *Nagpakabana* Foundation was able to conduct the following activities from March to June 2005:

- 1) *Contact building and master listing of the NSV acceptors* The *Nagpakabana* Foundation in collaboration with the Family Planning Clinic of Vicente Sotto Medical Center followed-up the NSV acceptors in Metro Cebu and the nearby towns of Cebu Province who were invited to actively promote male involvement in family planning in their respective communities. *Nagpakabana* Foundation was able to identify 97 NSV acceptors who signified their willingness to participate in the NSV club and its activities.
- 2) *Formation of NSV Club Nagpakabana* The Foundation convened three consultations participated in by the NSV acceptors to formally organize the NSV Club which they called *Bisayang Maginoo* (Visayan Gentlemen) Club. The *Bisayang Maginoo* Club has three chapters, namely – Guba Chapter composed of NSV acceptors from the mountain areas of Cebu; Caohagan Chapter composed of NSV acceptors from Caohagan Island; and Maginoong Bisaya main chapter composed of NSV acceptors of Cebu City, South and North areas of Cebu. During the first organizational meeting of the *Bisayang Maginoo* Club on April 5, 2005, its core members gave live testimonials about their experiences in *Radio DYLA*, a program hosted by Evan Epe. The *Bisayang Maginoo* Club has generated a founding membership of 41 NSV acceptors.
- 3) *Training on FP Motivation Nagpakabana* Foundation with technical assistance from the POPCOM Regional Office VII, conducted a Family Planning Motivation training for 20 *Bisayang Maginoo* Club members on May 23-24, 2005. The training aimed to increase the knowledge of the participants on the benefits of FP and contraceptive safety as well as enhance their skills in interpersonal communication.
- 4) *Usapang Bisayang Maginoo (Visayan Gentleman’s Talk)* The *Bisayang Maginoo* Club organized six sessions on FP promotion among different male groups. They called these sessions *Usapang Bisayang Maginoo*. With the technical assistance of POPCOM Regional Office VII and Nagpakabana Foundation, the *Bisayang Maginoo Club* aptly titled their FP promotion session as “*Lantugi sa Barberyahan*” (“*Discussion in the Barber Shop*”).

The theme of these FP promotion sessions revolved around promoting male participation in FP and providing correct information on modern FP methods, most especially NSV. *As a result of these FP promotion sessions, the NSV acceptors were able to motivate more than 30 potential NSV acceptors.*

- 5) *Formal Launch of Bisayang Maginoo Club and Drama and Singing Contest.* Nagpakabana Foundation, Inc. formally launched the *Bisayang Maginoo Club* on the occasion of the Father's Day on June 19, 2005. The *Bisayang Maginoo Club* celebrated Father's Day in a festive mood. The "coming out" and formal introduction of the NSV club started with a motorcade by members of the three *Bisayang Maginoo Club* chapters, POPCOM Regional Office VII, DOH CHD Central Visayas, Vicente Sotto Medical Center Family Planning Clinic, Nagpakabana Foundation and FPOP. After the motorcade, the *Bisayang Maginoo Club* members joined the Father's Day event organized by NACTODAP in Cebu City. They gave personal testimonials about their experience as NSV acceptors. Four wives of NSV acceptors also shared testimonials about their experiences.

In the afternoon of the same day, the *Bisayang Maginoo Club* reconvened at the BMC Compound in Mabini and Bonifacio Streets, Cebu City to host a program and jingle singing contest. One highlight of the program was the drama presentation of NSV acceptors entitled "*Matud nila, Tubag ni Misis*" ("According to them, the wife's answer"). This play featured the different myths and misconceptions on NSV. To dispel rumors and answer questions on the issue, the wives of NSV acceptors answered all the misconceptions and gave personal testimonies.

## **VINE**

TSAP-FP provided technical assistance to Venue for Initiative and Genuine Development Foundation, Inc. (VINE) in launching an FP/RH promotion involving women workers of Mactan Export Processing Zone (MEPZ) who live in communities around the processing zone. These are the communities where women workers of MEPZ are concentrated. VINE is a consortium of NGOs composed of Bidlisiw Foundation, NORFIL, World Vision Development Foundation, Legal Alternatives for Women, Inc. (LAW, Inc.) and the Children's Legal Bureau, Inc. (CLB, Inc).

Through a small grant mechanism, VINE was able to identify and train a cadre of volunteer FP spokespersons and peer educators among women workers in MEPZ and in surrounding communities. These women are now assisting VINE in its FP education sessions and community mobilization. Further, VINE has organized a series of women's forum and bench meetings on family planning which have resulted in some FP referrals among the participants. Despite its best efforts though, VINE was unable to reach target number of participants due to cancellation of some planned activities brought about by difficulties in securing

attendance of women workers. VINE's experience showed the difficulty in pulling them to session after work because they had worked long shifts or had to do household chores.

### **2.3.2. Bulacan**

Bayanihang Bulakenyo Foundation, Inc. a network of predominantly women volunteer corps called Mother Leaders and *Lingkod Lingap sa Nayon* (LLN), was organized to improve health and social services delivery in all barangays of Bulacan province. These volunteers were selected from within the community they served.

With a grant from TSAP-FP, the Bayanihang Bulakenyo Foundation, Inc. in collaboration with the Provincial Social Welfare and Development Office (PSWDO) spearheaded the following activities:

#### *1) One-day orientation on modern FP for mother leaders*

For the months of August and September 2004, the LLN conducted FP orientations in 22 municipalities and two cities of Bulacan. A total of 2,714 mother leaders attended the FP orientation seminars. As a result of the LLN and ML weekly community FP orientations at the barangay or sitio level - the benefits of family planning were promoted and men and women with FP unmet needs were motivated to practice modern FP methods.

#### *2) Training on modern FP/RH for male motivators on Sept. 29 & 29, 2004*

The Training of Trainers on Modern FP and RH for Male Motivators was attended by selected male participants from the LGU and male-dominated organizations i.e. male pre-marriage counselors, TODA leaders, NSV acceptors, and male population outreach worker. The 48 male FP motivators organized themselves as *Father Leaders in Action*. They serve as the core group of male FP motivators who have conducted FP orientations among TODAs, farmer's organizations and cooperatives, fisherfolk association and other male dominated groups. The Officers of the Association of Father Leaders were inducted by the Vice Governor of Bulacan on December 13, 2004. The *Father Leaders in Action* was recognized by the Provincial Government as a new group of responsible *Bulakenyos* who will actively promote family planning and responsible parenthood. The *Father Leaders* were able to provide FP information and motivate males to support family planning i.e. support the wife to practice modern FP or themselves to practice FP.

#### *3) Special events like the Flavor of the Month in July 2004 and Family Planning Day in August 1, 2004 and PopDev Week in November 2004*



On November 23-29, 2004, the *Bayanihang Bulakenyo* Foundation, Inc supported the Population and Development Week celebration through the following activities:

- Search for Outstanding Municipal Population Outreach Worker and LLN
- Jingle Singing Competition- “*Sa Modern Methods Sigurado Ka, Walang Patsamba-tsamba*” (With modern methods, you are sure, no taking chances)
- Mass Graduation of Mother Leaders, Orientation on Modern methods of family planning

A culminating activity was held on December 13, 2004 coinciding with the awarding of prizes for the aforementioned search and competition. During this event, the members of the *Sangguniang Panlalawigan* (Provincial Board) who attended publicly pronounced support for the FP program initiated by the LLN and emphasized the efforts being made by the group to provide FP information and referrals of FP acceptors to FP providers. Local officials noted that these efforts contributed to the efforts of the Provincial Government to achieve progress in Bulacan.

#### *4) Reactivation of Barangay Population and Nutrition Committee for 10 Low Contraceptives Prevalence Rate (CPR) Municipalities*

During the period November 2004 to March 2005, the Barangay Population and Nutrition Committee for ten low CPR municipalities, namely Marilao, Calumpit, Paombong, Baliuag, San Ildesfonso, Plaridel, Pandi, Obando, Bocaue and Pulilan, were reactivated. The members of the Barangay Population and Nutrition Council who were oriented on FP have committed to allocate funds for contraceptive commodities and FP/RH activities. Additionally, the President of the Association of Barangay Captains supported the reactivation of the Barangay Population and Nutrition Council and committed to allocate 1% of the budget from the Human Ecological Security (HES) Development Funds for FP/RH programs and services. He also committed to provide meals and transportation allowance or gasoline for ambulance and post BTL medicines.

#### *5) Strengthening the Referral System*

The action plan drafted by the LLN and Mother Leaders in June 2004 spelled out the need to facilitate referrals of FP acceptors to FP providers, both public and private. The LLN and ML committed to refer at least three clients per month for FP services. The outreach volunteers and the Municipal Population Workers developed a referral mechanism with the municipal/rural health units to refer women who have decided to use pills, IUD, DMPA and condom. The women and men who decided to limit the number of their children were referred to Marie Stopes Clinic and FriendlyCare for sterilization. The province of Bulacan through the Provincial Social Welfare and Development Office, signed a Memorandum of Agreement with FriendlyCare Foundation to cooperate on the referral of men and

women who have decided to accept permanent/surgical sterilization methods. *For a period of one year, the LLN and Mother Leaders have referred a total of 1,413 FP acceptors – 789 pills, 207 DMPA, 6 IUD, 259 BTL, 5 NSV and 147 condom users.*

#### **2.4. LEADERSHIP AND COMMUNITY THEATER TRAINING FOR CCUVA YOUTH: KADAYAW THEATER GROUP**

TSAP-FP provided assistance to the youth leaders of CCUVA in the conduct of a Leadership and Theater Arts Training on Responsible Teen Sexuality. The workshop was held on October 19-22, 2004 in Danao City. TSAP-FP obtained the services of *Pundok Entablado*, a local theater group and three other local resource persons to facilitate the training. This training workshop was aimed to orient the CCUVA youth leaders on responsible teen sexuality, elicit problems and difficulties experienced by youth and young adults regarding sexuality and identify solutions to the problems, enhance their leadership skills, and orient them on basic theater skills. As a result, the group formed a street theater company, *KADAYAW*, as a vehicle for promotion of teen sexuality issues and concerns among children of informal sector workers.

Even after the workshop, TSAP-FP continued its TA support to the *KADAYAW* Theater Group through focused theater skills workshops conducted every weekend of April and May 2005 by a theater consultant, Ms. Telly Ampatin, Creative Director of *Pundok Entablado*. Ms. Ampatin honed the *KADAYAW* members on creative dramatics, body movements, the use of stage areas, scriptwriting, among others, as well as assisted the group in fine-tuning the script for a theater production that deals with responsible teen sexuality.

At the same time, the CCUVA Youth Federation launched three Responsible Teen Sexuality and Adolescent Reproductive Health orientations participated in by 93 members of CCUVA youth local associations. The orientation session was timed during the summer break (April-May 2005).

### **3. Capacity building of Outreach Networks - FWN, WISER 8, NACTODAP, SAFE-FP, COFPRHA 8, Interfaith Partnerships, BiRHA**

#### **3.1. FP PROMOTION SKILLS TRAINING CONDUCTED**

During the period under review, TSAP-FP finalized the FP Promotion Training Manual (*Annex 18*) which is currently being printed for distribution to TSAP-FP certified trainers, partner NGOs and people's organizations, and USAID cooperating agencies, among others. From October 1, 2004 to August 14, 2005, TSAP-FP trained various networks and organizations on FP promotion:

### **3.1.1. COFPRHA 8**

Thirty-three (33) participants including six representatives from local NGOs (Lefado, Runggiyan, Helping Foundation and Gabriela-Eastern Visayas) and 27 local population and health workers from different parts of Samar and Leyte in Region VIII attended the training on December 2-4, 2004 in Eastern Samar. The first day was graced by Dr. Eduardo Daya, Assistant PHO and Chair of COFPRHA 8 and the Leyte Integrated Health Alliance (LIHA) and Merlyn Rodriguez, OIC of POPCOM VIII. The sessions were focused on issue identification on the outreach challenges on FP/RH in the region, dissemination of correct information on FP, lack of LGU support for FP especially contraceptive security, and sustaining FP IEC and outreach in the communities.

### **3.1.2. Federation of Free Workers (FFW)**

The FP promotion/outreach skills training for Federation of Free Workers (FFW) leaders from Luzon and NCR was held on November 17-21, 2004 in Baguio City. Thirty-one union leaders including ten presidents of local unions affiliated with FFW Luzon and FFW NCR attended this training. They identified and planned key action points for FP outreach in the labor sector. The participants agreed on key messages suited for their target groups, which include employers, other union leaders, union members and the human resource division (HRD) managers.

### **3.1.3. SAFE-FP**

In Central Luzon (Region III), 24 leaders of organizational members of the Society for the Advancement of Family Enlightenment on Family Planning (SAFE-FP) attended the FP Promotion/Outreach training on December 14-17, 2004 in Zambales. As a result of the training, SAFE-FP set its outreach plans in place, the core objective of which is to increase FP social acceptance in their region, particularly disseminate correct information on FP methods to all sectors.

## **3.2. FP COMMUNITY MOTIVATION TRAINING CONDUCTED**

As part of its strategy to expand FP promotion at the community level, TSAP-FP conducted Family Planning Motivation Trainings for selected community and sectoral leaders. The project utilized a simple module which it developed for the purpose. The module is on *Annex 19*.

The four FP motivation trainings enhanced the interpersonal communication skills of the sectoral leaders in order for them to effectively promote modern FP methods. The trainings also served as avenues to review and improve the knowledge of the participants on the different modern FP methods and increase their understanding of evidence-based information to respond to issues of safety. The trained FP motivators were linked up with FP service providers from the Local Government and the

NGOs/private sector to ensure that clients with FP unmet needs are referred to service providers.

#### ***3.2.1. NACTODAP Visayas-Mindanao FP Motivators Training***

Twenty-five (25) Federation Presidents and TODA Officers in Metro Cebu, Metro Davao, and Samar-Leyte attended the FP Motivators Training held on November 18-20, 2004, in Lapu Lapu City, Cebu. Four TODA representatives came from Metro Davao, ten TODA representatives came from Metro Cebu, and 11 TODA representatives came from Samar-Leyte. This training provided the participants with the basic skills and competencies to launch individual FP motivation campaigns in their respective local TODAs, focusing on motivating males to practice FP or support their partners' practice of FP.

#### ***3.2.2. Satisfied Family Planning Users and Acceptors Club (SUACs) in NCR***

Twenty-eight (28) officers of Satisfied Family Planning Acceptors clubs in Metro Manila attended the FP Motivators Training held on November 24-27, 2004, in Binangonan, Rizal. The participants came from Malabon, Valenzuela, Caloocan, Marikina, Makati, Quezon and San Juan.

#### ***3.2.3. WISER 8***

Twenty-two (22) leaders of WISER 8 (Workers in the Informal Sector in Region VIII) attended the FP Motivators Training held on December 2-4, 2004 in Tacloban City. They represent the sub-sector of small transport, informal sector, youth, bus terminal vendors, beauticians' association, senior citizens and home based workers from Babatngon, Leyte, Lavezares, Northern Samar; Tacloban City; Quinapondan, Eastern Samar, Jaibong, Samar and Basey, Samar.

#### ***3.2.4. District 3 Women's Association, Davao City***

A total of 29 community women leaders attended the FP Motivators Training held on December 15-17, 2004 in Davao City. The women represented 21 organized community-based women organizations in District 3 in Davao City. These women's organizations have been federated at the District-level (Calinan-Tugbok District). Each organization has a membership of not less than 20 women who their immediate family members and households in their barangay. The participants are a mix of home-based workers, farmers, traditional birth attendants and barangay health workers.

### **3.3. TRAININGS FOR NACTODAP IN NCR, REGION III, CEBU, SAMAR/LEYTE, DAVAO**

During the period, TSAP-FP provided TA to enhance capacity of NACTODAP for FP promotion. The capacity-building inputs focused on developing knowledge,

attitudes and skills necessary for leaders to carry out FP promotion targeting males in the tricycle driver sector. A total of 13,305 NACTODAP members were oriented on FP and male involvement with these series of regional orientations.

### ***3.3.1. FP Motivation Training conducted***

The FP Motivation Training was attended by 16 Federation Presidents and TODA Officers from NCR, Laguna, and Pampanga. This was held on January 19-21 in Olongapo City.

The training focused on building the capacity of NACTODAP leaders to motivate their members to practice family planning. A review of family planning methods, their roles and responsibilities as FP motivators, and interpersonal communication techniques were taken up during the 3-day training program.

### ***3.3.2. FP orientations for TODA Presidents were also conducted in the following sites:***

#### **Laguna**

A total of 54 TODA presidents representing 16 towns in Laguna attended the training. Also invited was a clinic manager from the Well Family Midwife Clinic, Councilors Evelyn Cipra (Committee on Women and Family Relations and Danny Arroyo (Committee on Transport Affairs) and Brgy. Captain Villanueva. The guests expressed surprise, elation and support for the male involvement FP seminar in District IV of Laguna, especially Councilor Evelyn Cipra who committed to support this endeavor and integrate it in her platform as Committee Chairman for Women and Family Relations. The Councilor emphasized that it is about time that the men be educated to support their partner's decisions for family planning. A highlight of this activity was the establishment of a formal referral mechanism for TODA members and their families to the Well Family Midwife Clinic for FP services.

#### **National Capital Region**

##### ***Pasay District I and II***

Forty-six (46) TODA presidents and officers attended the FP orientation held on March 5, 2005 in Pasay City. The coordinators for this event were trained FP motivators. Mechanisms of referrals to service providers and schedules of follow up lecture were firmed up during the training. *As a result, on March 19, 2005, Mr. Joseph Valerio, NACTODAP Pasay Federation Secretary, underwent No-Scalpel-Vasectomy (NSV) at Friendly Care Lagro, Quezon City.*

##### ***Valenzuela***

Twenty-one (21) TODA Presidents attended the orientation held last March 6, 2005. A trained FP motivator, coordinated this activity.

#### *Muntinlupa*

Twenty-four (24) TODA Presidents attended the orientation held on March 8, 2005. Coordinator for this activity was Mr. Danilo Cagas, the concurrent Chairman of NACTODAP-NCR.

#### *Caloocan and Manila*

A total of seventy (70) TODA presidents coming from Caloocan and Manila attended this activity held on March 12, 2005 in Caloocan City.

#### *Quezon City*

A total of thirty (30) TODA Presidents in Quezon City attended this activity held on March 19, 2005. A trained FP motivator was the coordinator for this said activity.

#### ***Metro Cebu***

##### *Compostela*

A total of 56 TODA Presidents attended this activity, held at the Compostela Municipal Hall. It coincided with the visit of the USAID Male Involvement Assessment team and Ms. Carina Stover, Chief of the OPHN/USAID. Mr. Ariel Lim, NACTODAP president, discussed the importance of family planning for tricycle drivers.

##### *Talisay*

Eleven (11) TODA Presidents from Talisay City attended the FP orientation held on February 20, 2005. Guests from POPCOM and Marie Stopes were invited as guest speakers for this event.

##### *Lapu-Lapu*

At the NACTODAP Central Visayan (R-VII) Regional Office in Lapu-lapu City (LLC), 38 local LLC TODA presidents of the area attended the FP orientation meeting on February 27. Federation president and coordinator Efren Tabanao took charge of the activity. NACTODAP national president Ariel Lim and Atty. Gonzalo Malig-on, chief of staff of Cebu Congresswoman Neri Soon-Ruiz also attended. Officials from POPCOM Region VII and Marie Stopes Clinic were resource persons.

##### *Mandaue and Consolacion*

At the NORKIS conference hall in Mandaue City, 22 all-male participants had a whole day session of FP and related concerns on February 28, 2005. The formation of the TODA local health/FP committees in order to a) plan and b) implement FP meetings and seminars, c) distribute FP materials, d) network with LGUs/NGOs and private sector, and e) report on their activities for monitoring and assessment purposes were discussed. *Efren Tabanao also announced that four TODA leaders and members would be willing to undergo vasectomy in a*

*short period ahead.* The vasectomy services performed by Dr. Baking and three other doctors in private clinics and hospitals in Cebu were also discussed.

### ***Metro Davao***

Thirty-two (32) TODA Presidents and Officers attended the family planning orientation held on February 26, 2005 in Davao City. A representative from DOH Region XI discussed modern FP methods. Co-sponsoring this event was a local drug testing center which sent a representative to discuss illegal drug abuse in the context of being a responsible husband and father.

### ***Samar-Leyte***

#### ***Tacloban City***

Fifteen (15) TODA Presidents from Tacloban City attended the family planning orientation held on March 17, 2005, at the POPCOM Region VIII Office. NACTODAP President Ariel Lim, talked about the benefits of family planning for tricycle drivers and their families. The Chief of Tacloban City's Traffic Management Group (TMG), who discussed traffic-related concerns of the tricycle drivers during this orientation, committed to include a slot for family planning in the two-day TMG seminar which is required for tricycle drivers to renew their franchises. The TMG Chief made this decision after hearing Mr. Lim narrate the problems besetting tricycle drivers with growing family members. NACTODAP Tacloban City and the TMG agreed to request POPCOM Region VIII Office to help them coordinate with resource persons who will discuss family planning during these seminars.

#### ***Calbayog City and Catarman***

Thirty (30) TODA Presidents and Officers from Calbayog City and Catarman attended the family planning orientation held on March 18, 2005 in Calbayog City. Also in attendance were representatives from the Calbayog City Health Office, Office of the Vice-Mayor, local Land Transportation Office chief, Chief of Calbayog City Traffic Management Office, and a local councilor. The Calbayog City Health Office promised to attend local TODA meetings to help disseminate FP at the grassroots TODA level in Calbayog City.

### ***Bicol Region***

Thirty (30) participants of the Camarines Norte attended the FP orientation in Daet, the provincial capital. The activity was coordinated by the Camarines Norte TODA federation president and Bicol Regional Coordinator. Two public health providers from the Daet health center explained the methods. They underscored that it is up to the couple to decide their family size, the proper spacing and the method most suited to them.

### **3.3.3. *Father's Day celebrated in Cebu and Laguna***

#### **Cebu**

On June 19, 2005 in Cebu City, NACTODAP Region VII celebrated Father's Day by conducting a region-wide search for the "Model Father and Tricycle Driver" and the "Best TODA FP Program". Eleven (11) Federations in Cebu and Dumaguete participated in the said occasion by submitting their respective representative "Model Father and Tricycle Driver" and their bet for the "Best TODA FP Program". The model father and driver candidates went to the event together with their wife and children and were made to answer questions relating to their family relations, quality of life, health seeking behavior, knowledge on family planning methods and actual family planning practice. POPCOM VII representatives presided as judges for the event, and *Nagpakabana* Foundation, through their *Maginoong Bisaya* program presented a short skit highlighting the importance of male involvement in family planning, particularly the acceptance of no-scalpel vasectomy as a permanent FP method. Adjudged as winners for the model father and tricycle driver were the representatives of Mactan Airbase TODA, Catarman TODA Multi-Purpose Cooperative, and Mandaue TODA. Bagging the prize for the "Best TODA FP Program" is the Catarman TODA Multi-Purpose Cooperative.

#### **Laguna**

On June 20, 2005, the District 4 Laguna TODA Federation observed Father's Day and its annual anniversary through a series of activities at Siniloan, Laguna. The day started with a motorcade of 600 tricycle units that also distributed brochures on FP to by-standers. During the program proper, wives of tricycle drivers participated in a poetry recitation contest, with "*Benefits of Family Planning to Our Family*" as one of the themes. In the afternoon, four motorcycle units, donated by the Vice-Governor of Laguna, were raffled off to the tricycle drivers who participated in the celebrations and motorcade. Funds for this activity were mainly sourced and solicited by Dist. 4 Laguna TODA Federation from local government officials in Laguna, private organizations and individuals.

### **3.3.4. *NACTODAP Mid-Term Planning***

A total of 26 participants, mostly FP coordinators in their localities participated in the mid-term planning from March 31 to April 2, 2005 in Laguna. A Region IV Commission on Population (POPCOM) representative attended the entire activity.

Results of the mid-term planning sessions include a situational analysis of NACTODAP's grant implementation, completion of all remaining FP orientations, resolution of remaining grant commitments, institutionalization of reporting mechanisms and plan for the Father's Day celebrations.



### **3.3.5. *TODA Meetings/Usapang Lalake***

#### **Samar-Leyte (Region VIII)**

In Samar-Leyte, RECONTODA Officers led by Ferdinand Masangkay, Jr. were able to include FP discussions in regular TODA meetings, traffic seminars as well as informal gatherings of TODA officers and members. With these FP seminars, the officers were able to reach a total of 8,377 TODA members and officers in TODA Federations in Tacloban City, Calbayog City, Ormoc City, Catarman and Allen. In some meetings, barangay health workers and midwives were invited to discuss family planning, but in most instances, the trained FP motivator/TODA Federation President himself discussed the benefits of family planning among tricycle drivers.

#### **Metro Davao**

In Metro Davao, the Davao City TODA Federation (DAVCITODAF) President attended five meetings of member-associations (TTDC; Gerome Transport Service Tricycle Operators and Drivers Association or GESTODA; Barrio Obrero Motors and Drivers Association or BOMODA; Panakan Tricycle Drivers Association or PATRODA and SUMOTOODA) where he was able to include FP in the agenda. In these meetings, Barangay Health Workers and midwives were invited to briefly discuss family planning methods while the Federation President himself explained the benefits of family planning. A total of 670 officers and members were reached during these meetings.

#### **Metro Cebu**

In Cebu, Mr. Efren Tabanao, NACTODAP Regional Coordinator, gathered reports from 21 TODAs in Metro Cebu representing 518 TODA members and officers. The meetings focused on the “*Manibela ni Gloria*” (Steering wheel of Gloria) Program of the Office of Public Transport Affairs, and family planning was included as one agenda item. Mr. Tabanaw discussed the benefits of family planning, in the context of the growing families of tricycle drivers and rising costs of registration related expenses of drivers.

#### **NCR**

In the National Capital Region (NCR), Mr. Danilo Cagas, NACTODAP Chairman and concurrent NCR CONFETODA President, was able to collect reports of FP meetings conducted from 64 TODAs representing 3,743 members.

### **3.4. TECHNICAL ASSISTANCE TO THE INTERFAITH PARTNERSHIP ON FP/RH**

The Inter-Faith Partnership for the Promotion of Reproductive Health and Family Planning Programs is a network of Christian and Muslim churches promoting faith-based FP and RH practice. It is composed of various major religious organizations and individuals (Baptists, Evangelicals, Muslims, Pentecostals, among others) promoting family planning and reproductive health. It was formed in order to lend the voice of other credible religious groups on these issues.

TSAP-FP provided technical and financial assistance to the Inter-Faith Partnership when it held a dialogue with legislators on March 15, 2005 at the Sulo Hotel in Quezon City. The activity was attended by 25 national leaders of different faith-based organizations as well as five representatives from the House of Representatives and the Senate. The dialogue concluded with the setting up of a core group that will devise strategies to gain a critical mass of support for the provision of family planning information and services on all legally acceptable FP methods.

TSAP-FP also supported the Interfaith's Provincial consultations from May – June, 2005. The interfaith consultation forums occurred in the following places:

- Tacloban City, Leyte on May 13, 2005
- Davao City, on May 19, 2005
- San Fernando City, Pampanga, on June 2, 2005
- Cebu City, on June 3, 2005
- Legazpi City, Albay, on June 14, 2005

The consultations aimed to: a) introduce the Interfaith Partnership among local churches, b) deepen and broaden the involvement of provincial and regional level faith-based organizations in promoting responsible parenthood and family planning; c) lay the foundation for the possible formation of provincial and regional chapters of the Interfaith Partnership; d) assess the level of FP/RH services in their respective churches and explore the possibility of mainstreaming responsible parenthood and family planning in programs of local faith based groups; and e) review fundamental religious tenets which support the practice of FP.

Each consultation was attended by at least 30 leaders of local faith-based groups affiliated with the following churches: National Council of Churches in the Philippines; Council of Christian Bishops of the Philippines; Iglesia ni Cristo; Jesus is Lord Movement; Philippine Council of Evangelical Churches; Muslims; other Catholic groups/individuals; other faith-based organizations

As a result of the consultative series, the local churches pledged to unite and issued a call to action to outline specific agreements that will mainstream FP/RH in their respective settings i.e., a) pursue a rights-based approach to provision of information and services on FP/RH; b) address the provision of family planning services, particularly contraceptives in the budget of LGUs; c) practice care and sensitivity in

the use of the Muslim's *fatwa*, especially in light of their unique settings and cultural dynamics; d) popularize their position paper (Interfaith Declaration of Unity) among local member churches; and e) form local interfaith networks.

### **3.5. TA TO FP PROMOTION ACTIVITIES OF COFPRHA 8**

COFPRHA 8 is a network of FP supportive organizations in Region VIII which includes government (POPCOM, DOH Region VIII) and civil society members.

During the period October 1, 2004 to August 14, 2005 TSAP-FP provided TA to COFPRHA 8's key activities in:

- network building
- conduct of the FP promotion training for COFPRHA 8 members and local population workers on Dec. 2-4, 2004
- preparatory meetings and workshops for the conduct of the Leyte Island-Wide Workshop on Population/Family Planning, Health and Environment (PHE) held last January 12-13, 2005 in Baybay, Leyte
- media training on February 15, 2005 at the Leyte Park Hotel in Tacloban City. A total of 70 participants including 38 local media practitioners, 21 COFPRHA 8 members and 9 guests from DOH 8, POPCOM 8, Leyte State University and the regional office of the Philippine Information Agency attended the one-day Media Orientation on Evidence-based FP which aimed to sensitize media practitioners on FP/RH, provide them with accurate information on FP/RH, generate support and tap new media allies for FP/RH in the region

With the approval of COFPRHA 8's small grant project on "*Strengthening FP Advocacy and Networking for FP/RH in Eastern Visayas*" on January 10, 2005, the network's activities focused on disseminating correct information on FP, addressing lack of LGU support for FP especially on matters related to contraceptive security and sustaining FP promotion in the communities.

On February 24, 2005 in Tacloban City, COFPRHA 8, along with local population and health offices, FP-related NGOs and concerned citizens, actively participated in the launching activities of the "*Ligtas Buntis*" campaign of the Department of Health. The campaign, aimed to reach out to couples from the different barangays and sitios who would want to plan their families. Together with POPCOM VIII, the group led the biggest mobilization for population/FP in Tacloban City.

COFPRHA 8, in collaboration with POPCOM VIII, also conducted the Women Leaders Forums on FP/RH in Maasin City to cover the province of Southern Leyte and Catbalogan, Samar. These forums gathered 150 women leaders of the three Samar provinces. This was followed up by a region-wide contest on FP/RH awareness titled *Siday* (*Waray* term for seashell) conducted in April 2005. Full media exposure on the contest for 20 days over the local DYVL radio station was given free of charge. Forty eight (48) individual entries were received by the station from all over Samar and Leyte.

In collaboration with POPCOM VIII, COFPRHA 8 conducted an orientation on population, FP and responsible parenthood for faith-based groups on May 9, 2005 in Tacloban City. Sixty-two (62) leaders representing 20 local faith-based groups attended the forum.

During the *Pintados* (Painted) Festival in Tacloban City held on June 29, 2005, COFPRHA 8 participated in the local mardi gras parade and cultural performance with its entry “*FP sa Pintados*” (FP in the *Pintados* festival). Donning locally-crafted costumes made of grass mat with adornments of coconut shells, sea shells, chicken feathers, and body paints, the COFPRHA 8 contingent paraded around the streets of Tacloban with huge banners promoting family planning messages as their backdrop. In place of the traditional body paints from where the festival got its name, the drummers and other members of the contingent wore shirts with the message “*Family planning prevents abortion.*”

In the afternoon, the COFPRHA 8 members competed in the cultural presentation (barangay category) where young men and women in full costume performed a well-choreographed number to the distinct beat and rhythm of drums. Providing a colorful background to the dancers were the huge banners with family planning messages. This was the first time in the history of *Pintados* that socially relevant messages were incorporated in the parade and cultural presentation.

### **3.6. TA TO FP PROMOTION OF SAFE-FP**

The Society for the Advancement of Family Enlightenment on Family Planning (SAFE-FP), through Nutralinc, the small grant manager, has completed the project titled “Strengthening Partnerships for the Enhancement of FP/RH Advocacy in Pampanga” funded under TSAP-FP’s small grants program.

The key activities achieved in relation to the stated project objectives, and the corresponding outcomes, include:

#### ***3.6.1. Forum on Adolescent Reproductive Health and Responsible Teen Sexuality***

Conducted on April 26, 2005 at the Social Action Center of Pampanga in San Fernando City with the theme “Sa Totoo Lang, Usapang Kabataan,” the forum gathered 45 youth leaders from the Municipalities of Arayat, Candaba, Porac, Mabalacat, Magalang, City of San Fernando and Angeles City. Several action points for the youth were identified such as echo sessions among peers and parents; organize ARH Club/Brigada Escuela in their respective areas/schools; and conduct symposiums/fora on ARH/RTS; and draft feature articles in school organs/newsletters.

### ***3.6.2. Forum on Male Involvement in Family Planning***

The forum was conducted on May 3, 2005 at D' Flowing Waters Grill and Restaurant, San Agustin, San Fernando City. It was attended by 85 mostly male participants composed of jeepney drivers, tricycle drivers and policemen of SF City. The forum had the theme: "*Psst... Usapang Lalaki, Walang Patsamba Tsamba*" (*Psst... Men's talk, No taking chances*).

### ***3.6.3. Women's Forum on FP and Reproductive Health***

The activity was conducted on June 10, 2005 at the Social Action Center of Pampanga in San Fernando City attended by 120 participants from nine target LGUs (seven municipalities and two cities). Some of the key topics discussed include the FP/RH situation in the province of Pampanga

### ***3.6.4. Local Legislative Forum***

This activity was held with the theme "Population Management, A Challenge to Quality Health Care" last June 21, 2005, at San Fernando City and attended by 110 participants including the Vice Mayors of Magalang and Floridablanca, 13 municipal councilors, 14 baranggay kagawads, 3 presidents of association of Baranggay Captains, five baranggay staff, six volunteer health workers, 19 Municipal Health Officers, seven staff from the provincial health office, 2 representatives from the youth sector and one from the small transport sector. Some significant areas of discussion include the legislation of local ordinances and resolutions in support of the FP program including the increase in budgetary allocations; support for women's issues on health and legislating an ordinance on gender and development; and looking into the issues faced by the youth especially those relating to ARH.

### ***3.6.5. FP Promotion Training***

The training was conducted last March 6-8, 2005 at Club Royale Resort, Malolos, Bulacan and attended by 27 participants from seven "low CPR" towns of the Province of Pampanga such as Porac, Sto. Tomas, Magalang, Candaba, Arayat and Floridablanca. The training activity followed the training module and training design on FP Promotion developed by TSAP-FP.

As a result of the training, SAFE-FP was able to organize a total of 27 new FP spokespersons who formed an FP-RH Promotion team in each of the four congressional districts of Pampanga. These spokespersons are equipped with basic knowledge, skills and materials to pursue their FP promotion plan. Each district team consists of:

- 5 members from Magalang (Dist 1)
- 5 members from Porac and 3 from Floridablanca (Dist. 2)
- 5 members from Mexico (Dist. 3)

- 3 members from Sto. Tomas and 5 from Candaba (Dist. 4)

The Pampanga governor also expressed support for the teams by provision of funding for an orientation for municipal Mayors on contraceptive self reliance (CSR).

### ***3.6.6. FP Motivational Training for Volunteer Health Workers***

The training was conducted on May 25-27, 2005 in Malolos City and was attended by 28 participants from six municipalities of Pampanga (Candaba, Magalang, Florida, Porac, Mexico and Sto. Tomas). The training design followed TSAP's FP Motivation Training Module. It introduced an innovation by adding a topic on the Philippine Health Insurance system and what specific FP services are covered by Philhealth.

## **3.7. TA TO FP PROMOTION ACTIVITIES OF BIRHA (REGION V)**

### ***3.7.1. Consultative Workshop on Population, Reproductive Health and Family Planning for Urban Poor Leaders in Region 5, March 13-15, 2005***

Region V has consistently ranked below national averages of key health and development indicators. Sixty eight (68) urban poor leaders from the different contiguous provinces of the Bicol Region (Camarines Norte, Camarines Sur, Albay, and Sorsogon) were present during the Consultative Workshop held in Legazpi City, Albay.

The leaders represent the following urban poor federations: Ligao City Urban Poor Organization, Sorsogon City Urban Poor Federation, Federation of Tabaco Urban and Rural Poor Organization, Malilipot Urban Poor Organization, the largest federation, Naga City Urban Poor Federation (with 67 local member organizations), Iriga City Urban Poor Federation, Alyansa ng Nagkakaisang Maralita ng Daet, Daraga Urban and Rural Poor Federation, Legazpi City Slumdweller's Federation, Pili Federation of Urban Poor Associations, and the regional urban poor council and main partner for this activity, the Bicol Urban Poor Coordinating Council (BUPCC).

Cong. Gilbert Remulla, upon the invitation of BiRHA leaders, keynoted the activity. The urban poor leaders agreed to implement FP promotion programs among their constituencies. Some of the planned activities were: 1) conduct of echo sessions among partner organizations at the provincial and local levels; 2) house-to-house FP information campaign in key urban poor areas; 3) information campaign targeting policymakers to support FP/RH access and provision through various means such as legislation, appropriation and program availability; 4) capacity building especially on skills needed to motivate members to practice family planning; 5) mass media campaign (radio, local cable/TV and print), especially utilizing media personalities and groups supportive of urban poor and

FP issues; 6) regular discussion of FP-related issues during organizational meetings and other urban poor-related events.

### **3.7.2. First Bicol FP/RH Conference**

The Bicol Reproductive Health Alliance (BiRHA) was formally launched during the First Bicol FP/RH Conference on March 16-17, 2005. The objectives of the conference were to provide a venue for sharing of knowledge and leveling of understanding on key issues and concerns on FP/RH among key stakeholders in the region and to formally establish a regional alliance of FP/RH organizations.

The conference was attended by 78 participants from various government, NGOs and people's organizations from the provinces of Camarines Norte, Camarines Sur, Albay, Sorsogon, Catanduanes and Masbate. The conference adapted the theme "*Strengthening Alliance for Enlightened Response on FP/RH*" or "*SAFER FP/RH!*".

BiRHA's core member-organizations include the Mayon Integrated Development Alternatives and Services (MIDAS), Coastal Community Resources and Livelihood Development, Inc. (Coastal CORE), Family Planning Organization of the Philippines Albay Chapter, FPOP Community Health Center, Philippine Rural Reconstruction Movement (PRRM) chapters in Albay and Camarines Sur, Aide for AIDS (A 4 A), Bicol RH Information Network (BRHIN), and MEDIA Inc., Albay. The Regional Population Office V serves as Secretariat.

Through this conference, the regional alliance on FP/RH promotion was formalized. Similar alliance-building work has been planned at the provincial level in order to coordinate BiRHA's work down to the grassroots level, and to realize the formation of provincial focal points for campaign coordination and information.

### **3.7.3. BiRHA Training on FP Promotion**

Thirty three (33) participants attended the FP Promotion Training for leaders of the Bicol Reproductive Health Alliance (BiRHA) on May 10-14, 2005 in Legazpi City. The participants consisted of NGO and urban poor leaders who form the core of BiRHA. The activity is an offshoot of the network's request for technical assistance to improve its capacity to undertake FP Promotion campaigns.

During the training, BiRHA defined the issue they wished to address: "*low social acceptance of FP in the Region due to misconception and lack of correct information, understanding, and strategies on promotion.*" The network aimed to address this issue through the following objectives:

- enhance local governance (GOs and NGOs) thru learning package tours in areas with best/good practices in FP in 2006 and 2007.

- increase the number of trained FP motivators among BiRHA members through a Training of Trainers (TOT) on FP Motivation.
- establish and enhance partnership among NGOs, POs, other civil society groups and local government agencies to support a strong FP program.
- forge an agreement among BiRHA members to conduct an annual campaign for social acceptance of FP (August 1, FP Day as peak activity).

One of the notable features in the group's FP promotion plan is the creative way by which they intend to fund the activities to achieve their objectives, such as accessing local government funds for the learning package tours; tapping BiRHA partners to cost-share the TOT; pooling network resources (time, money, equipment, expertise) on the FP Day campaign; and accessing donor (TSAP, others) support for some of the activities which the network cannot fund.

#### ***3.7.4. Bicol Urban Poor Coalition Trained on FP Motivation***

Thirty five (35) urban poor leaders from various provinces of the Bicol Region were trained on motivating peers to practice family planning on April 28-30, 2005 in Legazpi City.

The participants to the FP Motivation Training represented ten provincial urban poor federations from Albay, Camarines Sur, Camarines Norte, Sorsogon and Masbate. The training was organized with the support of the Regional Population Office V and the Bicol Urban Poor Coordinating Council (BUPCC).

Overall, the participants very satisfactorily demonstrated their FP motivation skills during the role play sessions on interpersonal communication and modern methods of family planning. The urban poor leaders committed to promote family planning among members of their respective homeowner associations and urban poor federations.

#### ***3.7.5. BIRHA Network Development Workshop***

The Bicol Integrated Reproductive Health Alliance (BIRHA) held a "Network Development Workshop" on July 19-21, 2005 in Legazpi City. Twenty-one (21) participants consisting of core leaders of BIRHA attended the activity. The activity was TSAP-FP's response to BIRHA's request for technical assistance to enhance the network's organizational capacity to undertake FP promotion campaigns.

BIRHA went through several processes in order to achieve a greater understanding of the network's operational environment for FP/RH promotion. Analyses were made of the network's coverage, possible collaborations that exist among network members, and analysis of its external and internal environment. The network was also able to formulate its vision, mission, goals and objectives through the logical framework approach; this eventually led to identifying specific



activities the network hopes to undertake in order to achieve its goals and objectives.

#### **4. TA to FP Promotion among Men in Uniform**

##### **4.1. FORUM ON POPULATION AND NATIONAL SECURITY IN AFP SERVICE COMMANDS – PA, PN, PAF, CENTRAL AND SOUTHERN COMMANDS**

###### ***4.1.1. “Philippine Navy: Population and National Security Forum***

This is the second leg of the series of fora spearheaded by the National Defense College of the Philippines (NDCP) with support from TSAP-FP. Twenty-eight (28) middle to senior level officers of the Philippine Navy attended the said forum on October 14, 2004. The welcome remarks were delivered by Commo Edcel Lumawag, AFP, Deputy Chief, Office of Ethical Standards and Public Accountability (OESPA), Philippine Navy. He stated that the present leadership must adopt a measure in solving the problem of high population growth acceptable to all sectors of the society. The objective is to ensure that information on family planning methods is widely disseminated to all by conducting extensive information campaign on responsible parenthood and family planning. The closing remarks were delivered by RAdm Alvin G. Urbi, Chief of Naval Staff for VAdm Ernesto De Leon, Flag-Officer-In-Command, Philippine Navy. He reiterated the concern for the country to attain a population growth rate that would create a conducive environment envisioned by the national strategy.

###### ***4.1.2. Philippine Air Force: Population and National Security Forum, Metro Manila***

With the success of the army and navy leg of the population and national security forum series, the Project in collaboration with the National Defense College of the Philippines Institute for National Security Studies (NDCP-INSS) held a Population and National Security Forum for the Philippine Air Force on October 26, 2004. A total of 46 middle to senior level Officers of the Philippine Air Force attended the said forum. The opening remarks were delivered by Major General Romeo D Alamillo, Chief of Air Staff, Philippine Air Force, who expressed optimism that the forum will enlighten the officers of the PAF on their roles in the promotion and propagation of population management measures to efficiently and effectively address the country's population problem. It ended with the closing remarks of MGen Arcadio L Seron, AFP the Vice-Commander of the Philippine Air Force, who pointed out the need to address the issue on population and poverty and called on the government to have a concrete program of action to address runaway population growth.

#### ***4.1.3. Armed Forces of the Philippines Southern Command, Zamboanga City***

Fifty-two (52) middle-level Officers based in the Southern Command in Zamboanga City attended the forum on November 25, 2004. The program formally opened with the welcome remarks from Colonel Domingo Tutaan, Chief of Staff of the Southern Command. He touched on the emerging trend in military studies, which views security as a development concern rather than a purely military affair. He went on to elaborate that the forum presented a different dimension on security studies, looking into conflicts arising from battle for diminishing resources of an ever growing population. He enjoined everybody to actively participate in the discussions and help in the formulation of policy initiatives in the AFP. The Forum ended with the closing remarks from Commo. Carlos Agustin, President of the NDCP, followed by Lt Gen Alberto Braganza, AFP, Commanding Officer of the AFP Southern Command. They both remarked that our country today is beset by numerous problems, and one of which is population issue, which hinders the path towards progress. Compounding this problem is the low use of contraceptives and the high reliance on traditional methods by couples. The participants were urged to be more responsible in planning their family. They encouraged members of the military to be part of the solution to address the problem on population by being promoting FP.

#### ***4.1.4. Armed Forces of the Philippines Central Command, Cebu City***

Forty-six (46) middle-level and senior Officers based in the Central Command in Cebu City attended the forum on December 2, 2004. The program formally opened with the welcome remarks from BGen Orlando A. Ambrosio, Deputy Commander of the AFP Central Command. He expressed that the forum is very timely considering the growing number of Filipinos who remain unemployed because of the failure of government to respond to the growing needs of its populace. He ended by congratulating NDCP and TSAP-FP for an innovative partnership and articulated his intention to replicate the same type of seminar to the rest of the camps under the Central Command. The Forum ended with the closing remarks from Commo. Tolin, Executive Vice-President of the NDCP, followed by MGen Emmanuel Teodosio, Commanding Officer of the AFP Central Command. They both enjoined the participants to actively re-echo what they learned not only to their individual units, but also to their families and friends.

### **4.2. TA TO INSTITUTIONALIZE FP IN THE MILITARY CURRICULUM**

In order to institutionalize FP integration in military education, TSAP-FP strategy is to provide technical assistance to NDCP to work with the Department of National Defense and the Armed Forces of the Philippines in coming out with a Department Order institutionalizing FP in the AFP and in developing modules on family planning for mainstreaming FP in regular AFP training programs.

#### ***4.2.1. Writeshop for DND AFP circular***

Based on the aforementioned forums on Population and National Security there appeared a need for a Department Circular on Family Planning in the Department of National Defense -AFP. Hence, this write shop was conducted on January 18, 2005 to prepare a DND Circular on Family Planning Program in the DND-AFP. The writeshop produced a draft of the Circular.

#### ***4.2.2. Briefing by the Office of Legal Affairs (OLA), Department of National Defense on the draft Circular***

On March 31, 2005, the DND OLA submitted its legal comment on the draft DND Circular on FP forwarded by the Office of the Assistant Secretary on Plans and Programs. The OLA comment raised no legal objections to the Circular, and supported its promulgation on constitutional grounds of the obligation of the state to protect and promote the right to health of the people and defend the right of spouses to found a family in accordance with their religious convictions and demands of responsible parenthood. Also, it put into context DND's participation in the over-all contribution of population issues in national security and economic development. As of August 14, 2005, the draft Circular is with the Office of the Assistant Secretary on Plans and Programs for endorsement to the Office of the Defense Secretary. NDCP is actively monitoring and facilitating the progress of the Draft Circular.

#### ***4.2.3. NDCP FP Circular Policy Briefing***

On May 19, 2005, the National Defense College of the Philippines (NDCP), convened concerned DND officials and AFP Officials (i.e., J1, J7, Medical Center) for a *Policy Briefing on DND Family Planning Circular*. It was presided by Honorable Antonio C Santos, Undersecretary for Policy, Plans and Special Concerns, Department of National Defense. This activity was attended by 16 officers and staff of the NDCP; six officials of the DND; and eight officers of the AFP.

As a result, Undersecretary Santos of the DND recommended that the Head of NDCP issue a formal paper on the forum and forward it for presentation to the National Security Council. He specified that there was a need for a specific authority i.e. Department Order to implement guidelines for a department-wide family planning program. He promised to endorse the said Department Order to the Office of the Secretary of National Defense once it is finalized.

The Circular became a Department order per the suggestion of Undersecretary Santos. A DND circular is more detailed to include draft implementing rules and regulations, while a department order is more general in scope involving some policy issues like what is being propounded by the draft document on integrating FP in the AFP through the NDCP. Also, a DO identifies specific agencies that

will be tasked to implement its provisions while a circular is broader in scope to include all agencies in the department.

#### ***4.2.4. Workshop on FP Module Inputs for the Armed Forces of the Philippines***

With assistance from TSAP-FP, the NDCP organized a two-day workshop on family planning held on August 10-11, in Tagaytay City. The workshop was divided into three sub-workshops, with the end in view of updating the situationer on the existing family planning programs being conducted by major services and area commands, clarifying the policy framework relating to the AFP Family Planning program and organizing the various inputs related to content and mechanics of a standard family planning module for the AFP. The workshop was attended by Chief Surgeons of the Major Services, representatives from the Veterans Memorial Medical Center, AFP Medical Center, social workers from the Office of the Surgeon General and the Office of the AFP Deputy Chief of Staff for Personnel or OJ1.

The following were results of this activity:

- Inclusion of the proposed Family Planning training program to regular training programs of the AFP. This will be offered to Officers and to Enlisted Personnel (EP). The family planning training module will be included in the Officers Career training (basic officers training, career officers training), and EP training (basic military training, intermediate skills training and basic and advanced NCO leadership training, First Sgt to Sgt Majors training).
- Plan to come up with a draft training module applicable to all AFP personnel by conducting a writeshop involving the Office of the Surgeon General, J1-Personnel, J-7 Training and Doctrine, and the NDCP.
- Creation of a speaker's bureau in the AFP
- Establishment of an office under the Office of the Surgeon General to monitor and evaluate the AFP Family Planning program and the training modules.

## **5. TA to Expanded *Fatwa* Dissemination in ARMM**

### **5.1. TRAINING OF PROVINCIAL TRAINORS ON *FATWA* DISSEMINATION.**

For the period October 2004 to August 2005, the project's strategy is to disseminate the fatwa to various Muslim religious leaders who in turn are expected to disseminate the same to their communities. Hence, a cadre of provincial trainors was identified and developed in order to propagate the *fatwa*.

The training of provincial trainors, who in turn will train selected *Ulamas* in the different municipalities, started during the second half of 2004. Two training of trainors were conducted: one in Maguindanao, and another in Marawi City. However, funding constraints prevented the continuation of the activities during the

year. Activities were continued on February 8-9, 2005 when 27 Muslim Religious Leaders (MRL) from Davao City were trained as trainors on the *fatwa*. This was followed by a training in Bongao, Tawi-Tawi on February 22-23 where 29 MRL participants attended. On March 1-2, 2005, the training for Basilan MRLs was held in Isabela City attended by 26 participants. Due to the peace and order situation in Sulu, the training was repeatedly postponed. However, on June 21-22, 2005, 30 Sulu MRLs were trained on *fatwa* dissemination in Zamboanga City. The regional core group composed of Dr. Tato Usman, Dra. Maleja Daud, Hajja Mariam Daud, Ustadz Ahmad Mala, and Ustadz Esmael Ebrahim were the resource persons during the training of trainors.

Among the total 172 MRLs who have been trained by TSAP-FP as *fatwa* dissemination trainors, 30 selected MRLs were mobilized to conduct the dissemination at the local level. The identified 30 MRLs belonged to local associations of MRLs namely Muaddil Amanah Association in Basilan, Majlisul A'la in Tawi-Tawi, Davao Islamic Dawah in Davao City, SOFDEPI in Maguindanao, and MUCARD-POM in Lanao Sur.

These MRLs were provided with technical and funding assistance by TSAP for local *fatwa* dissemination in Basilan, Tawi-Tawi, and Davao City. In addition to these areas, other MRLs were mobilized in Lanao Sur, Maguindanao, and Sulu to assist in the *fatwa* dissemination under the TSAP Small Grants Projects. Each of the provinces now has a core group of two to three MRLs who serve as TSAP-FP point persons for *fatwa* related activities.

During the months of May, June, and July, 2005, these MRLs conducted the following one-day *fatwa* dissemination sessions:

**Extent of *Fatwa* Localization in ARMM:**

<b>MRL Group Responsible</b>	<b>No. of Participants</b>	<b>Areas Covered</b>
1. Muaddil Amanah Association in the Province of Basilan	150 MRLs participated in 5 one day training sessions	Municipalities of Lantawan, Tuburan, Lamitan, Sumisip, Tipu-Tipu, and Maluso, all of Basilan
2. Majlisul A'la in the Province of Tawi-tawi	120 MRLs participated in 4 one day training sessions	Municipalities of Simunul, Sitangkai, Tandubas, and Sapa-Sapa, of Tawi-Tawi
3. Davao Islamic Dawah in Davao City	120 MRLs participated in 4 one day training sessions	Sirawan, Ecoland, Wa-an, and Bunawan Districts of Davao City (the last one had to be held in Ecoland due to lack of venue)
4. MUCARD-POM in Lanao Sur	244 individuals trained	5 clusters of 14 barangays in Balindong, Lanao Sur
5. Tarbilang Foundation in Tawi-Tawi		24 community assemblies in the barangays of Bongao, Tawi-Tawi
6. SOFDEPI in Maguindanao	500 Imams participated in 10 one day training session; 400 boys and girls in 4 Madaris	Municipalities of Sultan Kudarat, Pagalungan, Datu Montawal, and Datu Odin Sinsuat in Maguindanao; Cotabato City
<b>TOTAL</b>	<b>1534 participants</b>	

*Annex 20* contains the list of resource speakers and trainers mobilized for the localization of *fatwa* dissemination.

## **5.2. CONDUCT OF *FATWA* DISSEMINATION BY TRAINED MRLS ON MOBILIZATION FOR FP**

During the period October 1, 2004 to August 14, 2005, another strategy adopted by the project to expand *fatwa* dissemination was to identify legitimate Muslim NGOs and build their capacity to plan and conduct FP promotion and social mobilization activities for family planning. Through the small grants program, these NGOs were able to implement activities in local areas. The proposals of three Muslim NGOs were approved. These were the Society for Family Development and Education of the Philippines (SOFDEPI) in Maguindanao, Panginam O Masa Incorporated-Muslim Christian Agency for Rural Development (POM-MUCARD) in Lanao Sur, and Tarbilang Foundation in Tawi-Tawi.

The target audience of the MRL groups were the local Imams, Alimas, and Madrasa teachers. A total of 1534 were oriented by the trained MRLs as of August 14, 2005. However, according to the trainor-MRLs, there were many more (including mothers) who attended the *fatwa* dissemination but were not reported because they did not sign the attendance sheets. No orientations were held in Sulu communities because of the delay in the training of trainers for Sulu and the peace and order problem.

Other USAID-funded projects such as ENRICH also invited the trained MRLs to speak on the *fatwa* during their own activities. The activities of MUCARD and TARBILANG used Community Assemblies as venues which included Community Organizers, BHWs, and Community Leaders in their *fatwa* dissemination. Tarbilang conducted 24 such assemblies in Bongao, Tawi-Tawi while MUCARD conducted five orientation sessions and one training-seminar on the *fatwa*.

SOFDEPI conducted orientations on the *fatwa* to ten batches of local imams in four municipalities of Maguindanao – Sultan Kudarat, Pagalungan, Datu Montawal, and Datu Odin Sinsuat. They also conducted Madrasah guestings in four Madaris where the graduating senior high school students were oriented to Adolescent Reproductive Health and the *fatwa* on FP.

## **6. Grants Approval and Implementation**

### **6.1. REVIEW AND PROCESSING OF SMALL GRANT PROJECT PROPOSALS**

For the period October 1, 2004 to August 14, 2005, 12 new small grants were approved for implementation bringing to 28 the total number of grants supported by TSAP-FP. However, one grant was not implemented because the protracted process of approval ate up the time for implementation. Hence, the proponent decided to pass the grant.

The 12 new small grants can be classified as FP and non-FP-oriented. The FP oriented grantees are those that carry FP-oriented grantees as their organizational agenda, whereas the non-FP-oriented grantees carry other issues and integrated FP upon mobilization by TSAP-FP. The FP-oriented organizations mobilized were:

1. Coalition of FP and RH Advocates in Region VIII (COFPRHA 8) for “Strengthening Advocacy and Networking for FP/RH in Eastern Visayas.” – an aggrupation of individuals and organizations actively promoting and working for effective FP and RH programs and services in Eastern Visayas.
2. Women’s Health Care Foundation (WHFC) for “Family Planning sa Barangay: Walang Patsamba-tsamba” - a non-stock, not for profit organization founded by individuals from varied professions and backgrounds to respond to the need of women for holistic approach to their health needs.
3. Sociology and Anthropology Research Group (SOARGroup) for “Voluntary Vasectomy: Rethinking Pagkalalaki Among Married Cebuano.” – the research arm of the Department of Sociology and Anthropology of the University of San Carlos. SOARGroup has been conducting gender, sexuality and RH endeavors for more than ten years now.
4. National Confederation of BHW Associations in the Phils. for “Strengthening Acceptance of FP among Tricycle Drivers in Selected Sites” - a non-stock, non-profit, voluntary, non-government organization whose membership is exclusive to Barangay Health Workers from the grassroots level.
5. Nagpakabana Foundation Cebu for “Intensifying Community-based Promotion of Family Management (FP/RH) and NSV thru Network of Grassroots Advocates in Cebu City & Minglanilla Cebu” - started work on child prostitution and domestic violence. It is active in reproductive health promotion in Cebu City, it being a partner of the local population and health offices and major NGO networks. The target populations are the street youth around Colon & Legaspi streets and men and women of reproductive ages.

The non-FP-oriented groups mobilized are:

1. FFW Women’s Network (FWN) for “Mobilizing FWN Trade Union Leaders and Basic Sector Affiliates for FP/RH Advocacy.” – an all-women-member of local union affiliates of the Federation of Free Workers (FWN).
2. Bayanihang Bulakenyo Foundation, Inc. for “Strengthening Acceptance of FP among Married Men and Women in Bulacan through the FP/RH Outreach program of LLN and Mother Leaders Volunteers.” – a predominantly women volunteer corps organized to improve health and social services delivery in all barangays of the province of Bulacan called Mother Leaders (ML) for those assigned in sitios, and Lingkod Lingap sa Nayon for those in the Barangays.
3. Nutrition and Livelihood Resource Center, Inc. (NUTRILINC)/SAFE-FP for “Strengthening Partnerships for the Enhancement of FP/RH Advocacy in Pampanga” –a non-stock, non-profit NGO involved in community health/nutrition

and livelihood projects in Pampanga for the past eight years, particularly in Angeles City and Magalang.

4. Ing Makababaying Aksyon (IMA) Foundation, Inc. for “Integrated Community Action on Responsible Education for FP” – a regional, non-stock, non-profit women’s institution in Central Luzon based in Angeles City, Pampanga.
5. National Confederation of Tricycle Operators’ and Drivers’ Association of the Philippines (NACTODAP) for “Strengthening Acceptance among Tricycle Drivers in Selected Sites” - Is a predominantly male organization of tricycle operators and drivers which brings together all the different Local TODAs nationwide, totaling to about 2.8 million members. Its primary purpose is to protect the interest of tricycle operators and drivers against the move to phase out the tricycle by the government because of the Clean Air Act provisions without a viable alternative source of livelihood.
6. Metsa Foundation for “Popular Advocacy on FP and RH for Community Women in Davao” – a community-based non-government organization working with farmers and indigenous groups in the 3<sup>rd</sup> congressional district of Davao City.



Grantee	Contract Period	Objectives	Key Activities	Timeframe
1. FFW Women's Network (FWN)	11Oct. 04 - 30Jun 05	1. Raise awareness of 300 FWN women leaders and affiliates; 2. Identify and organize a pool of 30 FP/RH women spokespersons; and 3. Formulation of FFW's gender-responsive FP/RH advocacy for 2005-2006	a. Forum-workshop on FP for FWN Visayas women trade union leaders; FWN affiliate basic sector organizations; and women trade union leaders from Visayas and Davao	1 <sup>st</sup> qtr. 2005
			b. Planned FP advocacy actions of local trade unions from Visayas and Davao	1 <sup>st</sup> qtr.2005
2. Bayanihang Bulakenyo Foundation, Inc.	11 Oct. 04 – Jul. 05	1. Increase awareness on modern methods of FP among married men and women; 2. Increase number of community FP spokespersons promoting RP/FP/RH; 3. Increase number of acceptors especially in the ten low CPR municipalities; and 4. Forge linkages with NGOs and socio-civic groups in promoting FP and RH	a. FP orientation among mother leaders	4 <sup>th</sup> qtr. 2004
			b. FP orientation: male motivators, TODA leaders, selected farmers and brgy. tanods and NGO leaders	1 <sup>st</sup> qtr.2005
			c. FP motivational seminars, mothers classes, home visits, chika groups	2 <sup>nd</sup> qtr.2005
3. Sociology and Anthropology Research Group (SOARGroup)	28 Oct. 04 – 30 Jun 05	Through a qualitative study, determine the ways in which concepts of masculinity have shaped the contraceptive choice of men for vasectomy and how this choice, in turn, has changed the meaning of masculinity for sample of married Cebuano men.	a. Literature review and interviews	4 <sup>th</sup> qtr. 2004
			b. Final research	2 <sup>nd</sup> qtr. 2005
			c. Popularized research results	3 <sup>rd</sup> qtr. 2005
4. Nutrition and Livelihood Resource Center, Inc. (NUTRILINC/ SAFE-FP)	21 Jan. 05 – 15 Jul. 05	1. Enhance the capacity of the 9 member NGOs/GOs of SAFE-FP network in planning, implementation and evaluation of advocacy with partners; 2. Organize a total of 30 FP spokespersons and form an RH/FP advocacy team; 3. Improve the counseling skills of BHWs in Pampanga; 4. Heighten public awareness on key FP/RH information	a. Advocacy training and development of advocacy plan	1 <sup>st</sup> qtr. 2005
			b. Local leaders forum; FP counseling	1 <sup>st</sup> qtr. 2005
			c. Promotion/campaign: ARH awareness, male involvement and implementation of local advocacy plans	2 <sup>nd</sup> qtr. report
5. Ing Makababaying Aksyon Foundation, Inc.	21 Jan. 05 – 15 Jul. 05	1. Increase awareness and approval on FP as part of a healthy lifestyle through IEC provision	a. Camera ready design of billboard, pictures of billboards posted	1 <sup>st</sup> qtr. 2005

Grantee	Contract Period	Objectives	Key Activities	Timeframe
(IMA)		2. Form a city wide multi-action groups (MAGS) 3. Prepare community level action plan in support of FP/RH	b. Brgy. cluster forums and local action plans	1 <sup>st</sup> qtr. 2005
			c. FP summit and action plan	2 <sup>nd</sup> qtr. 2005
6. National Confederation of Tricycle Operators and Drivers Associations of the Phils. (NACTODAP)	21 Jan. 05 – 15 Jul. 05	1. Increase awareness on modern FP methods among 7,750 local TODA officers and members; 2. Identify and train at least 45 spokespersons; 3. Refer at least 2,325 FP acceptors; 4. Forge linkages with NGOs, socio-civic groups, LGUS and other Gas	a. Orientation of NACTODAP leaders	1 <sup>st</sup> qtr. 2005
			b. Forum/orientation on sessions in local TODA general meetings	2 <sup>nd</sup> qtr. 2005
			c. “Usapang Lalake” sessions	2 <sup>nd</sup> qtr. 2005
7. Women’s Health Care Foundation (WHFC)	21 Jan. 05 – 15 Jul. 05	1. Provide accurate and appropriate FP information to 3,000 men, women, and teenage parents; 2. Provide access to quality FP services’ 3. Promote the acceptability of FP among community members; 4. Initiate dialogue with 150 brgy. officials re FP information and services for the communities	a. FP meetings/courtesy call with barangay officials	1 <sup>st</sup> qtr. 2005
			b. Barangay FP Day and dialogues with 8 barangay captains	1 <sup>st</sup> qtr. 2005
8. National Confederation of BHW Associations in the Phils.	21 Jan. 05 – 15 Jul. 05	1. Train at least 70 BHWs from the TSAP-FP sites in FP motivation and IPC; 2. Come-up with FP promotion plan highlighting linkages with TSAP-FP partners in communities and BHWs	a. List of BHW nominees from TSAP-FP sites for training in FP motivation and IPC	1 <sup>st</sup> qtr. 2005
			b. FP training/promotion in Mindanao and Visayas	2 <sup>nd</sup> qtr. 2005
9. METSA Foundation, Inc.	21 Jan. 05 – 15 Jul. 05	1. Promotion of RP and FP among the 19 women organizations in Tugbok and Calinan districts; 2. Build capability of 19 community women leaders on promotion and advocacy; 3. Advocate for the allocation of funds for FP/RH; 4. Organize community mobilization during women’s month; 5. Link up with LGU and NGOs in Davao City to facilitate provision of FP/RH services	a. Training of women leaders, community education in 19 women organizations	1 <sup>st</sup> qtr. 2005
			b. Photo documentation of the FP community billboards installed in 15 brgy.	1 <sup>st</sup> qtr. 2005
			c. Women caravan during Women’s Month celebration; women leaders dialogue with brgy.	1 <sup>st</sup> qtr. 2005
10. Coalition of FP and RH Advocates in Region VIII	21 Jan. 05 – 15 Jul. 05	1. Increase acceptance of FP/RH programs and services;	a. Speakers’ bureau training and development of action plan	1 <sup>st</sup> qtr. 2005

<b>Grantee</b>	<b>Contract Period</b>	<b>Objectives</b>	<b>Key Activities</b>	<b>Timeframe</b>
(COFPRHA 8)		2. Increase the level of awareness, commitment, support and involvement in local officials, local leaders, and community influentials; 3. Integrate comprehensive and coordinated implementation of FP/RH advocacy among multi-sectoral groups and stakeholders	b. Series of forum for local leaders and LCEs	2 <sup>nd</sup> qtr. 2005
			c. Documentation of Pintados Festival	2 <sup>nd</sup> qtr. 2005
			d. Network assembly and project assessment	2 <sup>nd</sup> qtr. 2005
11. Nagpakabana Foundation, Inc.	23 Feb. 05 – 15 Jul. 05	1. Increase awareness on FP among the 500 drivers of habalhabal, trisikads, and tricycles and 1,000 jail prisoners; 2. Increase number of potential FP acceptors and spokespersons; 3. Organize one NSV club of satisfied vasectomy acceptors in Cebu City and Minglanilla	a. Consultative mtng. with NSV clients and identification of FP influentials/acceptors	1 <sup>st</sup> qtr. 2005
			b. Formation of NSV Club	2 <sup>nd</sup> qtr. 2005
			c. FP Motivation Training for NSV Club	2 <sup>nd</sup> qtr. 2005
			d. Usapang Maginoong Bisaya	2 <sup>nd</sup> qtr. 2005

## **6.2. TECHNICAL MONITORING OF ALL APPROVED SMALL GRANT PROJECTS**

TSAP technical staff and local area coordinators conducted field visits to track down progress of the small grants in the same period. Supervisory visits were also done by the Outreach Advisor.

### ***6.2.1. FP promotion and orientations***

As part of the FP promotional activities, the grantees launched massive FP orientation campaigns and community-based education that reached a variety of key audiences namely women leaders (MAKATAO, FWN, Bayanihang Bulakenyo, and METSA), local government officials and community leaders (NEOFPRHAN, WISER 8, LEFADO, NUTRILINC/SAFE-FP, IMA and COFPRHA 8), health workers and volunteers (PBSP, BSPO San Juan, and BHW Association) trade and transport workers (CCUVA, VINE, and NACTODAP), Muslim religious leaders (Tarbilang, POM, and SOFDEFI), other faith-based groups (COFPRHA 8), men, women, couples and adolescents (KATINIG, WISER 8, KAUGMAON, WHFC, NAGPAKABANA), as well as multisectoral groups among others.

These awareness raising activities also included population education for couples, formation of NSV Club, *Da'wah* on *fatwa*, *fatwa* orientation on FP and Madrassah guestings, Khutbas or Friday Muslim sermons, community-based lectures, FP orientation caravan, FP Serye, Usapang FP, First FP Summit (IMA), as well as FP day activities.

The grantees also conducted community meetings, dialogues and various forums with key influentials and leaders to encourage greater support for the promotion and use of FP among their constituents and members. Activities include women leaders' forum, FP/RH acceptors' assembly, convergence forums, and SUAC alliance building, to name a few.

Aside from FP, selected grantees also tackled topics on population and development, adolescent reproductive and sexual health, and the FP Fatwa.

Entertainment-education, particularly community theater presentations, was utilized by COFPRHA 8, Kaugmaon, LEFADO, KATINIG and VINE, which sought to improve the awareness and knowledge of target segments on FP.

### ***6.2.2. Capacity Building by Grantees***

The grantees, with assistance from TSAP-FP technical staff, also conducted trainings and seminars to enhance the capacity of its members and partners in FP promotion and community mobilization. The trainings/seminars include FP Motivators' Training, Gender Sensitivity Training, Speakers' Bureau Training, Training on Interpersonal Communication, Male FP Spokespersons Training, Advocacy Skills Training, Community peer education training, Seminar on modern FP & RH, as well as Theater orientation.

These capacity building activities enhanced the skills and knowledge on FP of a total of 660 individuals, specifically 8 faith-based influentials in Samar and Leyte (COFPRHA 8), 48 male volunteers from Bulacan (Bayanihang Bulakenyo), 25 women and 8 men influentials across the nation (FWN), 16 youth leaders and 42 young people from Davao City (KAUGMAON), 30 SUAC officers (BSPO San Juan), more than a 100 women workers in 3 communities in Lapu-Lapu City (VINE), 120 male FP spokespersons including local government officials and Church leaders in 5 municipalities of Negros Oriental (NEOFPRHAN), 45 women leaders in Malabon (MAKATAO), and 24 community health volunteers and workers from 6 island barangays in Olongapo (PBSP), 27 representatives from LGUs based in San Fernando City, Pampanga (NUTRILINC), 70 BHW leaders which conducted re-echo trainings for 55 BHW presidents (National Confederation of BHW Associations), 20 Bisayang Maginoo members from Cebu (Nagpakabana), and 36 women leaders from Davao City (Metsa), among others.

The above community mobilization and FP promotion activities led to the following selected major accomplishments:

- a. Formation of 28 community-based barangay health volunteer trainers (BSPO San Juan);
- b. Increased the awareness of around 900 community women through FP forums and mothers' classes (MAKATAO);
- c. Generated FP acceptors through FP promotion sessions at the community level (CCUVA); and
- d. Expanded sector's reach in terms of community-based organization and informal sector organizations (KATINIG)
- e. Heightened public awareness on key information on FP/RH, ARH, and male involvement in FP among target segments (NUTRILINC);
- f. Initiated dialogue with barangay officials and community leaders on FP information and services for the communities (WHFC);
- g. Enhanced capacity of BHWs on FP motivation (National Confederation of BHW);
- h. Increased number of potential FP acceptors and spokespersons thru the NSV Club (Nagpakabana);
- i. Conducted first FP summit in Angeles City (IMA);

- j. Increased awareness on modern FP methods among local TODA officers and members (NACTODAP); and
- k. Conducted community-based education on FP in 19 women organizations (METSA)

As an offshoot of these initiatives, the above grantees recorded the following FP acceptors and referrals for the period October 1, 2004 to August 14, 2005.

Referring Organization	No. of Referrals	FP Method
1. Phil. Business for Social Progress, Inc. – Visayas Regional Office (PBSP-Visayas)	12	IUD
	32	BTL
	28	No information
	32	No information
Sub-total	104 acceptors	
2. Mga Kababaihan Para sa Tao Foundation, Inc. (MAKATAO)	12	NSV
	35	BTL
Sub-total	47 acceptors	
3. Cebu City United Vendors Association (CCUVA)	50	BTL
	9	NSV
Sub-total	59 acceptors	
4. Venue for Initiative and Genuine Development (VINE) Foundation	44	No information
Sub-total	44 acceptors	
5. Bayanihang Bulakenyo Foundation, Inc.	789	Pills
	207	DMPA
	6	IUD
	259	BTL
	5	NSV
	147	condom
Sub-total	1,413 acceptors	
6. METSA Foundation	20	IUD
	43	Pills
	10	DMPA
	44	BTL
	100	condom
Sub-total	217 acceptors	
7. Nagpakabana	9	NSV
	30	(potential NSV)
Sub-total	39 acceptors	
8. Barangay Service Provider Association of San Juan, Inc. (BSPO San Juan)	<i>3,952 motivated clients* (data on acceptors and referrals, according to POPCOM-NCR, SUAC officers did not distinguish old from new acceptors, rendering the data unreliable)</i>	
<b>TOTAL</b>	<b>1,884 acceptors (excluding SUAC data)</b>	

The summary of small grants' accomplishments matrix is appended as *Annex 21*.

## 7. MONITORING AND PROCESS DOCUMENTATION

### 7.1. POLLING OF FP INFLUENTIALS

During the period, October 2004 to mid-August 2005, a monitoring mechanism was used to track changes in knowledge, attitudes and actual FP promotion activities of TSAP-FP influentials specifically in terms of the following:

- willingness to speak publicly on family planning
- overall support for family planning
- actual actions undertaken in support of family planning promotion

Three survey waves were conducted and details of each survey wave are as follows:

	Wave 1	Wave 2*	Wave 3
Data collection period	Nov 8 – 20, 2004	Feb 7 – 25, 2005	May 9 -28, 2005
Total target FP influentials for interview	105	124	125
Total actual interviews	80	105	102
Outreach activities covered	July – Oct 2004	Nov 2004 – Jan 2005	Feb – Apr 2005

\* Note: New FP influentials were identified starting Wave 2

A panel design survey was utilized wherein the same individuals were interviewed for all the survey waves. Interviews were conducted using the Computer Assisted Telephone Interview (CATI) methodology. With this methodology, telephone interviews were conducted using the aid of a computer. Responses were inputted directly to the computer where the master questionnaire has been programmed into.

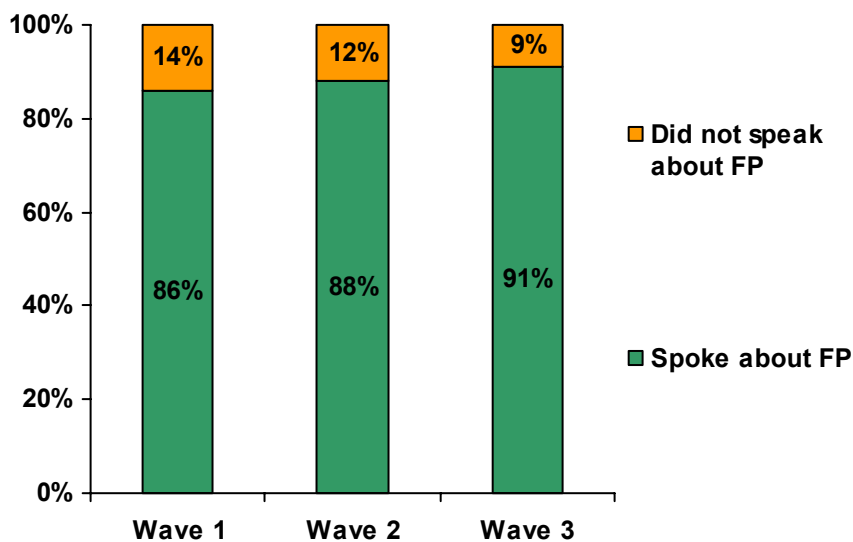
Results of the survey revealed the following:

- *FP influentials continue to support and promote family planning. In terms of coverage, influentials have increasingly spoken to youth groups, health professionals, couples and to some extent, to media.*

*Below are the percentages of FP influentials speaking publicly in support of family planning in the three waves that have been done so far:*

**Chart 1. Whether or Not Spoke About Family Planning**

Base: Total respondents



- *In terms of messages conveyed on FP, FP influentials tended to have discussions on the definition and importance of FP, the different methods and the benefits of FP. There were fewer discussions made on the link between population and poverty.*
- *Objections encountered by FP influentials, especially from those opposed to some modern FP methods, continue to decrease. Members of groups or associations along with government officials, however, appear to be asking more questions or raising objections from FP influentials.*
- *FP influentials expressed a high commitment to support FP activities in the future. These included embarking on activities like delivering seminars/trainings on FP, on responsible parenthood and reproductive health, implementing information campaigns on FP in general and training other leaders to help disseminate FP.*
- *Overall, FP influentials indicated their very strong personal support on family planning initiatives as they saw a need for it. This need emanated from their personal observation of the current situation in their area or country or was derived from their personal experience.*

## **D. HEALTH PROVIDER COMPONENT**

***Indicator 3.3a: Inclusion of Family Planning in the syllabi of the board examination subjects of medicine, midwifery and nursing professionals***

***Indicator 3.3b: Percentage of Health Providers in public health facilities / hospitals and industry clinics who have correct knowledge on specific family planning methods***

***Indicator 3.3c: Appropriate protocols to ensure the integration of Family Planning as part of the routine service package developed***

Toward achieving IR3.3a, TSAP-FP, through the Health Provider Component, conducted activities to influence the medical, nursing and midwifery education to include family planning content areas in the periodic Professional Regulation Commission (PRC) board examinations. The assumption is that the probability of FP content areas to be incorporated in curricular offerings in these three professions is high if family planning-related questions would also be asked during the PRC board examinations.



For IR3.3b, TSAP-FP designed a skills training course on evidence based counseling (EBC) using the GATHER approach for public health providers to dispel their own myths and misconception on specific family planning methods at the same time be able to confidently answer clients' queries. This training was based on the Critically-Appraised Topics (CATs) developed in the previous years.

For IR3.3c, TSAP-FP worked closely with the Department of Health in revising the Family Planning Clinical Standards Manual to include updating the necessary client's forms and with the Philippine Obstetrical and Gynecological Society (POGS) developed clinical practice guidelines on family planning. The FP clinical standards manual will serve as the basic reference of public providers in local health facilities and DOH line hospitals in providing FP related services. The clinical practice guidelines will be used by OB-Gynecologists both in the public and private practice in improving their FP information giving and service provision.

## **1. Activities implemented to integrate family planning questions in medical and allied health provider board examination**

The project's strategy to accomplish this indicator is to underscore the relevance of family planning service provision as one of the competencies required in each medical profession that will be tested in the PRC board examination.

In August 2004, TSAP-FP prepared a situational analysis to (1) describe the PRC environment, leadership and processes and identify avenues for TSAP-FP entry into the PRC board examination development process; (2) review potential areas for curriculum revision in the inclusion of FP in the nursing, midwifery and medicine curriculum; and (3) suggest a test of specification for Family Planning in the board examination for each of the courses.

Initial results of the assessment revealed that most schools may not be willing to introduce FP unless the proposed change will involve, as mentioned earlier, a board examination subject or topic. TSAP-FP will work to make the PRC Boards (PRBs) consider FP service provision an acceptable and important competency for the medical professions, since what the PRBs consider as important will also be what the schools would consider important. Moreover, the coverage of board questions is supposed to be influenced by the competency requirements of the profession and not the other way around. Thus, the most prudent action the project should take is to propose a test blueprint / specifications that would show the placement of FP topics in different board subjects and domains with the corresponding number of items (See full report in *Annex 22*).

## **2. Activities conducted to enhance knowledge of health providers on family planning**

### **2.1. NINE HUNDRED SEVENTY-NINE (979) HEALTH PROVIDERS TRAINED ON EVIDENCE BASED COUNSELING (EBC)**

A total of 979 family planning service providers in TSAP-FP areas were trained on EBC during the period October 1, 2004 to August 14, 2005. Table 2.1A shows their number per geographical location.

**Table 2.1A. Distribution of EBC Participants by Geographical Location**

Project Site	Number	Percentage
Clark Development Corp, Angeles City	38	4
Bulacan	81	8
National Capital Region	308	31
Bicol	72	7
Eastern Visayas	177	18
Oriental Negros	80	8
Davao City	87	9
ARMM	136	14
<b>TOTAL</b>	979	*99

\* Rounding error

Table 2.1B shows the distribution of participants by profession.

**Table 2.1B. Distribution of EBC Participants by Profession**

Profession	Number	Percentage
Doctors	95	10
Nurses	268	27
Midwives	423	43
Barangay Health Workers and other volunteers	193	20
<b>TOTAL</b>	979	100

It should be noted that a significant portion of the trainees are midwives, who are at the forefront of FP service provision.

Table 2.1C shows the number and geographical distribution of ARMM participants

**Table 2.1C. Distribution of EBC Participants in ARMM**

Province/City	Number	Percentage
Basilan	15	11
Lanao del Sur	34	25
Maguindanao	38	28
Sulu	16	12
Tawi-tawi	12	9
Marawi City	21	15
<b>TOTAL</b>	136	100

## **2.2. NINE HUNDRED SEVENTY-NINE (979) HEALTH PROVIDERS PROVIDED WITH CAT KITS**

Those who were trained on EBC received their copy of the CAT Kits either during the EBC training or by mail. Some of the reprinted CAT Kits were given to health providers in the hospitals and industry per their request. These health providers received information about the kits from peers or have attended scientific seminars or conferences where Evidence Based Medicine in Family Planning (EBM-FP) was discussed by the members of the project-supported Philippine Evidence Based Reproductive Medicine Network (PEBRMNet).

## **2.3. TWENTY (20) NEW CATS FINALIZED**

In addition to the first 24 Critically Appraised Topics (CATs) developed in the first two years of the project, a new set of 20 CATs was developed by the PEBRMNet from October 1, 2004 to August 14, 2005. The CATs aim to provide family planning health providers with evidence based information that addresses specific myths, misconceptions and rumors about the various family planning methods. The CATs developed during this period answers the following clinical questions, respectively:

- 1) Can the use of Oral Contraceptive Pills (OCPs) adversely affect return to fertility?*
- 2) Are women on long-term Depot-medroxyprogesterone acetate (DMPA) use at risk of developing hypertension?*
- 3) Among teen-age post-partum mothers, what would be the best family planning method to prevent an early repeated pregnancy?*
- 4) Are women aged 35 years and older who are currently using progestin-only injectables or implantable contraceptives at increased risk for developing breast cancer?*
- 5) Is there a significant and symptomatic effect in breast size among current oral contraceptive users compared to never users and former OCP users?*

- 6) *What is the risk of cancer of the cervix from the use of oral contraceptives?*
- 7) *Among women of reproductive age with uterine myoma, could it have been due to the intake of oral contraceptive pills?*
- 8) *Is there an increased risk for Sexually Transmitted Infections (STIs) among users of DMPA compared to users of other contraceptive methods?*
- 9) *Among women using Levonorgestrel Intra-uterine Devices (LNG-IUDs), what is the contraceptive efficacy rate compared to other types of Intra-uterine device (IUD)?*
- 10) *Among women with or without endometriosis, what would be the risk for genital tract malignancies if they were to use oral contraceptives, or to have a tubal ligation?*
- 11) *What interval between pregnancies is associated with the least maternal morbidity and mortality?*
- 12) *What is the risk of ovarian cancer, among women with or without a history of endometriosis, with the intake of oral contraceptive?*
- 13) *Can reproductive aged women use LNG-IUD effectively and safely for more than five years?*
- 14) *Among women who will be using an Intra-Uterine device, is there a need to give prophylactic antibiotics to reduce the risk of pelvic infection?*
- 15) *How safe is an intra-uterine device if it is inserted soon after an abortion? And what is the risk of expulsion of an intra-uterine device if it is inserted soon after an abortion?*
- 16) *Is there a risk of developing testicular carcinoma among males after vasectomy?*
- 17) *Among postpartum women with pregnancies complicated by gestational hypertension, preeclampsia or chronic hypertension with superimposed preeclampsia, can spinal anesthesia be safely used for postpartum tubal ligation?*
- 18) *What is the risk of developing ovarian cancer among women who have undergone a tubal ligation?*
- 19) *Are women who are taking or have taken oral contraceptive pills at high risk of developing breast cancer?*
- 20) *What is the pregnancy rate among women using DMPA for contraception?*

As of August 1, 2004 these CATs are with USAID for approval. These CATs will be printed after approval is granted. The project is also working with the National Institutes of Health (NID) and POGS so that the evidence information from the CATs maybe circulated through these institution's websites, official journals or newsletters.

#### **2.4. TWENTY-FOUR (24) CATS TRANSLATED INTO LAYMAN'S DIALECT**

The first batch of 24 CATs developed in the first two years of the project's life was translated into layman terms for easier understanding and packaged for distribution among health providers stationed in rural health facilities (translated

version is in *Annex 23*). The layman's version of the CATs describes the findings from best research evidence in simple language and do not discuss in detail the statistics that can be appreciated by those who are familiar with research.

## **2.5. QUALITATIVE RESEARCH ON HEALTH PROVIDERS WITH EVIDENCE BASED COUNSELING (EBC) TRAINING CONDUCTED**

In June 2005, the project commissioned the Yuchengco Center to conduct a qualitative research to obtain indications on the relevance, usefulness and appropriateness of the completed EBC trainings among those who were trained. The research was conducted among ten doctors, four nurses and nine midwives in Cebu City where the series of EBC trainings were first completed. Individual interviews were conducted among the doctors, while focus group discussions (FGDs) were done separately for the nurses, midwives and their clients.

Interview and FGD questions among the health providers covered their perception of the training and its contents, applicability of the concepts and principles of the training in FP consultation, adequacy of the training and the manual in counseling and information services, relevance, usefulness, appropriateness and problems encountered in service provision related to the application of EBC principles. Recommendations and suggestions for the improvements of the module and the training were also asked.

### **Health Provider Findings**

Findings revealed that health providers appreciated the importance, relevance and scientific basis of the training and the confidence it inspired among them. They suggested that the training could be improved if time was allotted to a thorough discussion of the evidence and of new topics to include addressing the myths and misconception using the CAT Kits and their integration of these in counseling rather than just focusing on the GATHER approach. They also felt that more use of visuals such as pictures or charts would have been helpful.

### **Client Findings**

To validate the health provider practice in using evidence based principles, 22 family planning clients and 18 clients for routine consultation participated in six FGDs. The topics discussed in the FGDs included information provided by health providers on family planning, counseling methodology used, level of satisfaction or dissatisfaction with the information provided, usefulness of information received and suggestions for improvement of counseling by health providers.

The findings among the clients were divided into information provision and counseling. The FP clients felt that their questions were answered adequately.

They noted that health providers corrected their fears, reassured them and instilled a sense of comfort in the FP methods they are using. All the clients of midwives and nurses said that the provider expressed respect, friendliness, and willingness to help; asked about their fears, concerns and needs and mentioned advantages and disadvantages of the methods. Though the nurses provided answers based on evidence, the clients think that midwives did not. Doctors' clients liked charts, pamphlets, booklets and samples of contraceptives. Nurse's clients favored the leaflets while the midwives' clients liked the chart, samples and pictures. They wanted evidence presented in visual ways such as charts with drawings.

In counseling, the clients said that the providers showed understanding of their needs, encouraged them to talk, raised questions to clarify what they were saying, explained the methods clearly, except that in the case of physicians, time constraint prevented them from giving further explanations. Clients of nurses noted that the provider was kind and explained well. The midwives' clients felt that providers should have interacted better with them. The physicians' clients reported that the explanations were limited and unclear. They bewailed the lack of privacy in consultation areas. Clients' suggestions related to improvement of providers' attitudes such as patience, equal treatment, kindness and respect. They added that providers could be approachable, presentable and pleasant.

### **3. Activities conducted to integrate Family Planning in protocols**

#### **3.1. TECHNICAL WORKING GROUP TO REVISE FAMILY PLANNING CLINICAL STANDARDS MANUAL FORMED**

In January 2005, after nearly a year of coordination and follow-up with the DOH, the Department Order creating the Technical Working Group (TWG) that will revise the 1998 Family Planning Clinical Standards Manual was finally signed by the Secretary. The TWG is composed of representatives from the various NGOs working for family planning and the Department of Health. The TWG first met in February 2005 and subsequently had several more meetings and workshops to develop the first drafts of the manual. As of August 14, 2005, nine of the proposed 19 chapters of the manual were in the final stages of editing. The remaining chapters are expected to be finalized by the end of October 2005. The manual is estimated to be ready for distribution by December 2006.



*Dr. Rebecca Ramos, one of the reviewers for the Manual revision, stresses a point during the TWG's 3<sup>rd</sup> plenary meeting on June 8-9, 2005. Looking on are (from left) Dr. Gerardito Cruz, Kapwa Ko Mahal Ko Foundation, Ms Letty Daga, Ephraim Despabiladeras and Reynalda Perez, Project Management Specialists from USAID and Dr. Florence Apale of the DOH.*

### **3.2. REVISION OF CLIENT FORMS TO BE INCLUDED IN THE REVISED CLINICAL STANDARDS MANUAL**

About the same time as the initiation of the revision of the Clinical Standards Manual, the project also coordinated with the office of DOH Undersecretary Ethelyn P. Nieto and Assistant Secretary Nemesio T. Gako in revising the individual client forms to include information to determine unmet FP needs. The revision of the forms and their use for data collection are undergoing pilot testing. Initial results from a pilot test in a rural health unit in Pampanga showed that revision of forms can be done but the mechanism for desired action and referral after an unmet need is identified needs to be refined. It was agreed that the new client form will be incorporated in the revised Clinical Standards Manual.

### **3.3. CLINICAL PRACTICE GUIDELINES FOR PHILIPPINE OBSTETRICAL AND GYNECOLOGICAL SOCIETY (POGS), INC. DEVELOPED**

The POGS is an important partner of TSAP in promoting EBM-FP among medical professionals. During its three years of operation, the Project achieved significant gains in promoting social acceptance of FP among health providers in partnership with the POGS.

A Memorandum of Agreement (MOA) between POGS and TSAP-FP (*Annex 24*) was formally signed on July 19, 2005. Present during the signing ceremony were the POGS Board of Trustees - Dr. Evelyn P. Palaypayon, President, Dr. Rey de los Reyes, Secretary, Dr. Louie Coloma, Treasurer, and board members Dr. Mayumi Bismark and Dr. Mario Festin. The MOA formalizes and strengthens the collaboration between POGS and the project to increase social acceptance of reproductive health and family planning through capacity building of POGS members and allied professionals to provide evidence-based information on family

*One of the pick ups of the photo release on the MOA signing between TSAP-FP and POGS, appearing in the Business World (p. S3/4) on September 1, 2005*



planning methods and through developing clinical practice guidelines (CPG) on the use of contraception.

One of the important undertakings of POGS is CPG development that was initiated by the PEBRMNet members to ensure that evidence based information in family planning as published in the CATs, are disseminated among the POGS membership. Drafts of the guidelines have been developed for all modern FP methods. These guidelines will be finalized in September-October 2005.

### **3.4. PREPARATION FOR THE POST-KAP SURVEY UNDERWAY**

The Terms of Reference was finalized and the contract for the conduct of the Post-KAP survey among health providers was awarded to the TNS Info-Trends, the same research group that conducted the baseline study of health providers in 2003, to ensure that data collection and analysis will be comparable for both surveys.

Using data from the baseline study, the Post-KAP survey aims to:

- 1) Determine if there is an increase in level of knowledge on reproductive health and on the mechanism of action and side-effects of specific modern family planning methods including natural methods and others like mucus/billings and basal body temperature among health providers;
- 2) Determine the changes in attitudes, beliefs and biases, and misconceptions of health providers on specific FP methods,
- 3) Identify changes in practices of health providers related to providing information and prescribing usage of FP methods; and
- 4) Find out if there are changes in how health providers keep themselves updated on medical science in general and on their specific knowledge of EBM.

Face to face interview using a structured questionnaire will be used in the study. It is expected to be completed in April 2006.



## **E. IMPLEMENTATION ISSUES**

During the third year of TSAP-FP implementation, activities built on the gains during the project's second year of operations and applying the recommendations of the Mid-term Evaluation conducted in September 2004. The period October 1, 2004 to August 14, 2005 focused on intensifying the outreach interventions for partners, implementing activities to reach males and generate male involvement in FP, expanding capacity building of health providers on EBM-FP, promoting the Family Planning Hotline, strengthening PR and media activities, producing and distributing IEC materials and expanding dissemination of the *fatwa* in ARMM. In the course of project implementation, a number of issues surfaced as follows:

### **1) Lack of an Efficient FP Service Delivery Referral System for Motivated Acceptors**

By the third year, all the small grants were awarded and partners implemented activities, mainly for community FP motivation and outreach. As a result, TSAP-FP partners were able to generate a significant number of acceptors for modern FP methods. As of 14 August 2005, TSAP-FP partners reported a total of 1884 referrals to FP service providers<sup>0</sup>. However, many partners were constrained by the lack of an efficient referral network in their localities despite efforts by TSAP-FP to facilitate coordination with FP service delivery agencies. In cases where referrals were made to government health centers, many partners reported that the centers had supply shortages of the pill, IUD and injectables. In cases where sterilization services were required, there were problems of coordination of schedules for these services as well as the acceptors' inability to pay. Many partners, e.g., in Cebu and Bulacan, referred acceptors, instead, to private health facilities like FriendlyCare and Marie Stopes clinic. Since access to sterilization services in Bulacan was poor, acceptors of the permanent methods had to travel to FriendlyCare in Metro Manila.

### **2) Continuing TSAP-FP Involvement with Labor Unions and Industry-based Health Providers**

In early 2005, the issue of TSAP-FP's continued involvement with labor unions and industry-based health providers surfaced in connection with the PRISM project's mandate to work with these target groups. A meeting was held between PRISM and TSAP-FP on June 15, 2005 as well as the corresponding USAID CTOs of the two projects. In this meeting, TSAP-FP's activities and accomplishments in this area were discussed. It was agreed that TSAP-FP would turn over its work with the labor unions, specifically the Federation of Free Workers, and with industry-based health providers to the PRISM project immediately.

### **3) Coordination with the LEAD project on FP Promotion and Outreach Activities of Local Networks Mobilized by TSAP-FP**

The regular coordination meetings between TSAP-FP and LEAD, which was initiated in the latter part of 2004, resulted in improving coordination regarding health provider activities like the revision of the DOH Clinical Standards Manual. However, there is a need for better coordination regarding FP promotion and outreach activities involving local networks mobilized by TSAP-FP. In Regions VIII and V, the LEAD project has been involving these local networks in LEAD-supported activities. For example, LEAD funded a strategic planning exercise for COFPHRA 8 in Region VIII for family planning, TB, Vitamin A and other programs. COFPHRA 8 reported some confusion regarding the implementation of the strategic plan for family planning, which is also a TSAP-FP concern. Although coordination meetings have occurred between LEAD and TSAP-FP on Region VIII activities, more regular meeting between the two projects on FP promotion and outreach activities need to be held to respond to issues as they arise.

### **4) Delays in the Revision of the DOH Clinical Standards Manual**

Delays were encountered in the development of the revised manual. As of August 14, 2005, the final draft of the revised manual had not been completed as planned. The Technical Working Group (TWG) established by DOH comprises DOH, NGO and private sector FP experts. Each member was assigned a topic to write. However, many members submitted delayed outputs which required further revision. Some members have said that they do not have enough time to work on the manual, since they are busy with their own professional activities. The non-FP method chapters like clinic management, physical examination, FP counseling and FP policies, which were assigned to DOH representatives, have not been completed because they are very busy with their respective duties. To respond to this issue, a buddy system was devised in which non-DOH TWG members would partner with a DOH TWG member to write, proof-read and finalize the assigned chapter. This has proven effective in fast-tracking the work. The final draft is expected to be ready by end-October 2005 for pretesting.

### **5) Security Problems and Budget Constraints in ARMM**

The resurgence of security problems in ARMM in early 2005, particularly in Sulu province, has hampered the implementation of *fatwa* dissemination activities in the area. The budget constraints faced during the third year of the project also reduced the intensity of *fatwa* dissemination activities in the area.

### **6) Sustainability of TSAP-FP Interventions**

During this third year of project implementation, the issue of sustainability of TSAP-FP's successful initiatives was discussed. Activities which have contributed to increased public approval for FP need to be continued after the project ends. Specifically, these activities include the Family Planning Hotline operations, coordination of production

and distribution of TSAP-FP developed IEC materials, media relations and monitoring on FP and coordination of continuing FP promotion and outreach activities of organizations and networks. For example, it would be a pity if the FP Hotline, which has filled the vacuum for correct information to the public on family planning and contraception through text, phone or email, were to cease operations once TSAP-FP ends. There is need for a clearinghouse for FP IEC materials so that these materials are regularly updated, requests are responded to and distribution is ensured to those who need them. POPCOM and DOH have already signified their intention to carry on some of the successful initiatives of TSAP-FP. In the succeeding months, more formal discussions and agreements with these two agencies will be undertaken to ensure that the project's gains are sustained even after USAID support ceases.

### III. TECHNICAL ASSISTANCE

Name of Staff	Date of Travel	Tasks Completed
DR. APARAJITA GOGOI, Senior Advisor for Communication and Advocacy (CEDPA/India)	May 3 – 11, 2004	<ul style="list-style-type: none"> <li>➤ Conducted an informal situation analysis of Outreach Component with the Outreach team to determine needs and where technical support can be provided. Dr. Gogoi met with the team and influentials to discuss their mobilization and FP promotion plans and how these will be implemented.</li> <li>➤ Based on the analysis, Dr. Gogoi supported the team in planning and preparing recommendations or “to do” steps for the influential partners to adopt and follow in their communities and organizations.</li> <li>➤ Introduced for the FP influentials and the Outreach team CEDPA/India’s “What To Do and How To Do It Guidelines” on social mobilization and advocacy.</li> <li>➤ Came up with recommendations on how to measure outcomes of social mobilization</li> <li>➤ Participated in work planning for the option year and recommend strategic directions for Outreach particularly on mobilizing men for FP</li> </ul>
DEE BENNETT, Sr. Technical Advisor (AED)	March 3-17, 2005	<ul style="list-style-type: none"> <li>➤ Participated in the option year planning meeting from March 7-9</li> <li>➤ Worked with TSAP staff to finalize the option year workplan and budget</li> <li>➤ Met with LEAD and PRISM to discuss collaboration</li> <li>➤ Met with pharmaceutical companies to discuss possible funding of TSAP hotline, and other areas of collaboration</li> <li>➤ Reviewed status of BCC activities and discussed plans for the Phase 2 ad campaign</li> </ul>
TENNYSON LEVY, Vice President, Futures Group	March 6 – 13, 2005	<ul style="list-style-type: none"> <li>➤ Reviewed and analyzed Post Knowledge, Attitudes and Practice Survey results to identify key findings for integration into Phase 2 Advertising.</li> <li>➤ Provided technical backstop to the Outreach and Health Provider components during the TSAP planning workshop for the option year.</li> <li>➤ Discussed with the TSAP M &amp; E Specialist on the planned assessment of the EBC training for health providers to determine the training’s relevance, usefulness, and appropriateness.</li> <li>➤ Discussed areas of collaboration with the PRISM project on wider utilization of the CATs information by private pharmaceuticals and drug/contraceptive companies.</li> <li>➤ Discussed results of mid-term evaluation with staff of the two components in order to prioritize activities for the remaining months of the project.</li> <li>➤ Discussed some administrative concerns among Futures Group salaried project staff.</li> </ul>
ELIZABETH THOMAS, Home	March 2 – 16, 2005	<ul style="list-style-type: none"> <li>➤ Worked with the Remedios Foundation to develop and co-facilitate a 2-day refresher training for the family hotline</li> </ul>

Office Coordinator, AED		<p>counselors</p> <ul style="list-style-type: none"> <li>➤ Participated in the option year planning meeting from March 7-9</li> <li>➤ Worked with TSAP staff to finalize the option year workplan and budget</li> <li>➤ Updated staff on arrangements for the Mexico OST</li> <li>➤ Resolved other TSAP management issues</li> </ul>
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## IV. FINANCIAL INFORMATION

### Invoiced Costs by CLIN: October 2004 through August 2005

	<b>CLIN 1</b>	<b>CLIN 2</b>	<b>CLIN 3</b>	<b>CLIN 4</b>	<b>Total</b>
<b>Oct-04</b>	18,966.67	79,282.65	68,186.50	59,723.49	<b>226,159.31</b>
<b>Nov-04</b>	22,463.26	94,071.33	20,582.17	78,980.30	<b>216,097.06</b>
<b>Dec-04</b>	50,473.33	174,054.08	146,298.35	128,547.91	<b>499,373.67</b>
<b>Jan-05</b>	55,880.00	153,469.04	61,797.09	240,421.02	<b>511,567.15</b>
<b>Feb-05</b>	4,817.45	5,677.70	14,866.49	3,785.14	<b>29,146.78</b>
<b>Mar-05</b>	20,828.51	248,130.71	57,842.49	(73,300.35)	<b>253,501.36</b>
<b>Apr-05</b>	8,128.61	25,767.50	53,185.81	18,582.08	<b>105,664.00</b>
<b>May-05</b>	26,075.39	136,951.65	48,474.81	120,994.56	<b>332,496.41</b>
<b>Jun-05</b>	14,895.80	188,466.90	21,593.56	15,520.81	<b>240,477.07</b>
<b>Jul-05</b>	39,375.84	227,166.23	23,934.07	90,798.44	<b>381,274.58</b>
<b>Aug-05*</b>	2,923.66	69,501.61	6,281.62	62,850.27	<b>141,557.16</b>
	<b>264,828.52</b>	<b>1,402,539.40</b>	<b>523,042.96</b>	<b>746,903.67</b>	<b>2,937,314.55</b>

\* Excludes unbilled expenses for July and August 1-14, 2005